

Market Segmentation: A Step-By-Step Guide To Profitable New Business (Marketing For Managers) By Michael J. Croft

By Michael J. Croft

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<http://www.emeraldinsight.com/doi/full/10.1108/02634500410559006>

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The whole objective of market segmentation is to design a marketing strategy, program or mix that matches, and is as effective as possible, for each segment

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