

1. Record Nr.	UNINA9910298176303321
Autore	Dolnicar Sara
Titolo	Market Segmentation Analysis : understanding it, doing it, and making it useful // Sara Dolnicar, Bettina Grun, Friedrich Leisch
Pubbl/distr/stampa	Singapore, : Springer Nature, 2018 Singapore : , : Springer, , 2018 ©2018
ISBN	981-10-8818-7
Descrizione fisica	1 online resource (XXI, 324 p. 123 illus., 51 illus. in color.)
Collana	Management for professionals.
Disciplina	658.83
Soggetti	Market research Statistics Market Research/Competitive Intelligence Statistics for Business, Management, Economics, Finance, Insurance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I. Introduction -- Chapter 1. Market segmentation -- Chapter 2. Market segmentation analysis -- Part II. Ten steps of market segmentation analysis -- Chapter 3. STEP 1: Deciding (not) to segment -- Chapter 4. STEP 2: Specifying the ideal target segment -- Chapter 5. STEP 3: Collecting data -- Chapter 6. STEP 4: Exploring data -- Chapter 7. STEP 5: Extracting segments -- Chapter 8. STEP 6: Profiling segments -- Chapter 9. STEP 7: Describing segments -- Chapter 10. STEP 8: Selecting (the) target segment(s) -- Chapter 11. STEP 9: Customising the marketing mix -- Chapter 12. STEP 10: Evaluation and monitoring. .
Sommario/riassunto	This book is published open access under a CC BY 4.0 license. This open access book offers something for everyone working with market segmentation: practical guidance for users of market segmentation solutions; organisational guidance on implementation issues; guidance for market researchers in charge of collecting suitable data; and guidance for data analysts with respect to the technical and statistical aspects of market segmentation analysis. Even market segmentation experts will find something new, including a vast array of useful

visualisation techniques that make interpretation of market segments and selection of target segments easier. The book talks the reader through every single step, every single potential pitfall, and every single decision that needs to be made to ensure market segmentation analysis is conducted as well as possible. All calculations are accompanied not only with a detailed explanation, but also with R code that allows readers to replicate any aspect of what is being covered in the book using R, the open-source environment for statistical computing and graphics.

2. Record Nr.	UNINA9910153748603321
Autore	Bohnisch Lothar
Titolo	Gesellschaftlicher Aufbruch, reale Utopien und die Arbeit am Sozialen / Lothar Böhnisch, Silvia Staub-Bernascoin, Hans-Uwe Otto
Pubbl/distr/stampa	Bozen-Bolzano, : bu, press, 2013 Bozen-Bolzano : , : bu, press, , 2013
ISBN	9788860461049 8860461049
Descrizione fisica	1 online resource (302)
Soggetti	Society & social sciences
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	People around the world recollect socially responsible and desirable values, new forms of living and coexistence as well as eco-social economic activities. This volume is dedicated to these real utopias - positive ideas aiming at a better future and practical approaches combining notions of a more livable society with concrete practical implementations.