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Autore	McDonald Malcolm
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Altri autori (Persone)	Dunbar Ian
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Livello bibliografico	Monografia
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Nota di contenuto	Market Segmentation: How to Do It and How to Profit From It; Copyright; Contents; Foreword; Preface and acknowledgements; An important note to the reader from the authors; Deciding on which track you need; Interpretation; List of figures; List of tables; 1: Market segmentation - the bedrock of successful marketing; Perception is everything; The state of marketing; Resolving the confusion about marketing; The central role of market segmentation; Definition of market segmentation; Segmentation process summary; Developing segments; Prioritizing and selecting segments Marketing objectives and strategiesChapter 1 review; References; 2: Preparing for segmentation - additional guidelines for success; Objective of this book; Segmentation archetypes in companies; Company archetypes; Case studies conclusion; Classifying market segmentation in organizations; Classification conclusion; Organizational structure; The 'postmodern' customer; International market segmentation; Segmentation team; Data for segmentation; Rules for segmentation; The advantages of segmentation; Segmentation case histories; Case history conclusion; Chapter 2 review;

References

3: Fast tracking through the segmentation process
Process structure; Phase 1 - Developing segments; Determining the scope of a segmentation project; Portraying how a market works and identifying decision-makers; Developing a representative sample of different decision-makers; Accounting for the behavior of decision-makers; Forming market segments out of like-minded decision-makers; Phase 2 - Prioritizing and selecting segments; Determining the attractiveness of market segments; Assessing company competitiveness and the portfolio matrix; Chapter 3 review

4: Determining the scope of a segmentation project
Geographic scope; Defining markets; Developing the market definition; Whose needs are being defined?; Ensuring the definition is meaningful to your company; Markets and strategic business units (SBUs); Defining markets - conclusions; Sizing the specified market; Process check; Further examples; Exercises; Reference; 5: Portraying how a market works and identifying decision-makers; Constructing your market map; Getting started; Initial quantification of the market map; Adding junction types; Market maps in the tabular form
Market leverage points'Shared' decision-making; 'Cumulative' decision-making; Selecting the junction to be segmented; To include or exclude non-leverage groups; Testing current views about segments: preliminary segments; Sizing preliminary segments; Process check; Further examples; Exercises; 6: Developing a representative sample of different decision-makers; The components of a 'micro-segment'; Price; Developing micro-segments; Getting micro-segments up and running; Managing micro-segments - keeping control; Key discriminating features (KDFs); Key discriminating feature guidelines
What, where, when and how

Sommario/riassunto

Market Segmentation: How to do it and how to profit from it, revised and updated 4th Edition is the only book that spells out a totally dispassionate, systematic process for arriving at genuine, needs-based segments that can enable organizations to escape from the dreary, miserable, downward pricing spiral which results from getting market segmentation wrong. Nothing in business works unless markets are correctly defined, mapped, quantified and segmented. Why else have hundreds of billions of dollars been wasted on excellent initiatives such as TQM, BPR, Balanced Scorecards, Six