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Nota di contenuto	Front Cover; Handbook of Niche Marketing Principles and Practice; Copyright Page; Contents; About the Editor; Contributors; Foreword; Introduction; About the Project: The Need for a Book on Niche Marketing; About the Readings; Part I: Background Concepts and Applications; Chapter 1. Niche Marketing Revisited: Concept, Applications, and Some European Cases; Introduction; Niche Marketing versus Segmentation; Evolution of Niche Marketing; Niche Marketing and Mass Marketing: A Comparison; Choosing a Niche Strategy; Making a Niche Marketing Strategy Work; Practical Guidelines Conclusions and RecommendationsSuggested Further Reading; Chapter 2. Principles of Global Niche Marketing Strategies: An Early Conceptual Framework; Introduction; Increasing Segmentation of Markets; Niche As Survival Strategy; Exploiting: Carving Niches by Existing Companies; Niche Marketing Strategies in International Markets; Internationalization Process in Niche Marketing; Characteristic Niche Marketer Groups; Part II: Empirical Research in Niche Marketing; Chapter 3. An Approach for

Identifying Cannibalization Within Product Line Extensions and Multibrand Strategies; Abstract  
IntroductionAn Ecological Approach to Cannibalization; Empirical Illustration; Line Pruning; Brand Image; Conclusion; Chapter 4. An Ecological Niche Theory Approach to the Measurement of Brand Competition; Abstract; Introduction; Measuring Competition; Measuring Niche Overlap; Empirical Demonstration; Conclusions and Extensions; Chapter 5. A Visual Approach for Identifying Consumer Satisfaction Niches; Abstract; Introduction; Importance of Consumer Satisfaction Distributions; A Demonstration of the Problem at Hand; The Proposed Method: Kernel Estimation; Pros and Cons of the Method ConclusionAppendix: Distribution Estimation and Comparison Approaches; Chapter 6. High Tech, High Performance: The Synergy of Niche Strategy and Planning Focus in Technological Entrepreneurial Firms; Introduction; Scope of Entry: Niche Strategy; Differentiation: Quality/Service; Strategic Implementation: The Planning Process; Strategy-Planning Process; Contextual Influences on Performance; Validation of "Niche" Operationalization; Conclusions; Appendix; Part III: Niche Marketing Cases  
Chapter 7. Crafting a Niche in a Crowded Market: The Case of Palliser Estate Wines of Martinborough (New Zealand)Introduction; The New Zealand Wine Industry and the Global Wine Trade; Palliser Estate Wines of Martinborough; Discussion and Conclusion; Chapter 8. Niche Marketing for Hotel Managers; Abstract; Introduction; Segmentation Practices in the Hotel Industry; Segmenting Your Local Market; Market Trends; Implications of U.S. Population Trends for the Hotel Industry; Segment Selection; Chapter 9. Out in the Market: The History of the Gay Market Segment in the United States; Abstract  
Introduction

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#### Sommario/riassunto

Get closer to ?tailor made? marketing!Ever-changing customer needs and intense competition make it crucial for companies to find new, creative ways to attract and retain customers. The Handbook of Niche Marketing: Principles and Practice fills the information gap long seen in niche marketing research by presenting the essential and influential articles from recent years in one book. This unique educational resource reveals the theories, the strategies, and real-life case studies of niche marketing success and why it is on its way to becoming the next global marketing wave.<br>

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