

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

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Now we have chosen the segmentation variables, we can use a segmentation tree structure to help map out the segments, as shown below. Other examples for segmentation

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How Market Segmentation Fits in with Marketing. Market segmentation is a key component of the market segmentation, targeting and positioning process, usually referred

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