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MARKET SEGMENTATION: CONCEPTUAL AND METHODOLOGICAL FOUNDATIONS (PAPERBACK)



Springer-Verlag New York Inc., United States, 2012. Paperback. Condition: New. Language: English. Brand New Book ***** Print on Demand *****.Modern marketing techniques in industrialized countries cannot be implemented without segmentation of the potential market. Goods are no longer produced and sold without a significant consideration of customer needs combined with a recognition that these needs are heterogeneous. Since first emerging in the late 1950s, the concept of segmentation has been one of the most researched topics in the marketing...

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- Released at 2012



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