



SEGMENTATION TARGETING POSITIONING

Fernando P. Ferrer Jr., MBA



Chapter Questions:

- What are the different levels of market segmentation?
- How can a company divide a market into segments?
- How should a company choose the most attractive target markets?
- What are the requirements for effective segmentation?

MARKET SEGMENTATION



Chapter 5 Market Segmentation And Targeting Strategies

Donna Anselmo



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