



Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict and Model Customer Behavior

Art Weinstein

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This edition of Market Segmentation includes the key elements that made the first edition the resource for marketing professionals. Its state-of-the-art demographic and psychographic segmentation techniques and case studies are completely updated to reflect the latest data and applications. This expanded edition also covers international market segmentation and database marketing/single source data to help analyze market opportunities. Topics include: the pre-segmented market; physical attributes; statistical software; segmentation resources; developing global market strategies.

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