• Segmentation and Target Marketing Remix

- Front Matter
- 1: Introduction
- 2: Consumer Analysis
- 3: Value Propositions
- 4: Collecting Consumer Data
- 5: Ethics and Social Responsibility
- 6: Segmentation
- 7: Targeting
- 8: Positioning
- 9: Evaluating Value Propositions
- 10: Implementing Target Market Strategies
- Back Matter