

"Rich in segmentation theory and case examples."

—Philip Kotler, PhD, Kellogg School of Management, Northwestern University

"An essential resource for marketing students."

—Sally Dibb, PhD, and Lyndon Simkin, PhD, Warwick Business School, University of Warwick, United Kingdom

HANDBOOK of MARKET SEGMENTATION

Strategic Targeting
for Business
and Technology Firms
Third Edition

Art Weinstein, PhD

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