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Market Segmentation: How to Do It and How to Profit from It

Malcolm McDonald

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Market Segmentation: How to do it and how to profit from it, revised and updated 4th Edition is the only book that spells out a totally dispassionate, systematic process for arriving at genuine, needs-based segments that can enable organizations to escape from the dreay, miserable, downward pricing spiral which results from getting market segmentation wrong.

Nothing in business works unless markets are correctly defined, mapped, quantified and segmented. Why else have hundreds of billions of dollars been wasted on excellent initiatives such as TQM, BPR, Balanced Scorecards, Six Sigma, Knolwedge Management, Innovation, Relationship Marketing and, latterly, CRM? The answer, of course, is because of a structured approach to market segmentation.

Market Segmentation: How to do it and how to profit from it, revised and updated 4th Edition provides a structured, no-nonsense approach to getting market segmentation right. It is an essential text for professionals and students based on a wealth of practical experience and packed with examples and easily used checklists.

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