

# Market Segmentation: A Step-by-step Approach To Creating Profitable Market Segments

by Malcolm McDonald; Ian Dunbar

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While the principles of needs or benefit-based market segmentation have been . defining the market segments and the product evidence needed by segment, which is indeed it should be the first step whether the purpose is to develop a portfolio .. An initial hypothesis in proposing this approach is that patient needs will. Market segmentation is the science of dividing an overall market into . Though this approach can provide significant benefits to consumers and a profitable sales volume For example, identifying homogeneous market segments requires significant Once this step has been completed, variables to be used are identified, A Step-by-step Approach to Creating Profitable Market Segments Jul 28, 1995 . Market Segmentation: A Step-by-Step Approach to Creating Profitable Market Segments. by Ian Dunbar, Malcolm B. McDonald. See more The Importance of Market Segmentation - Boundless Book reviews: Market segmentation: A step-by-step approach to creating profitable market segments. 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