



## Market Segmentation and 4 PS

By Jules Miller

GRIN Verlag. Paperback. Condition: New. 28 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, University of South Central Los Angeles, course: Principles of Marketing , language: English, comment: The tutor highly appreciated the essay and it was graded A. Afterwards, as Ph. D student at Atlantic International University, I refined the text to make more appealing., abstract: Market segmentation allows an enterprise to identify the race-the segment-it can win with its car. Once a segmented to be targeted has been identified, appropriate configuration of the offer through the marketing mix will help the company gain the marketing advantage with the right product at the right place and promoted in the right way. As markets are not static but dynamic, competitiveness relies also on the capability of the company to be alert to changes affecting the target segment in order to adapt the 4Ps accordingly and at the same time to ensure production differentiation. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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