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Business and Management : Market Research/Competitive Intelligence

Dolnicar, S., Grün, B., Leisch, F.

# Market Segmentation Analysis

Understanding It, Doing It, and Making It Useful

- Incorporates both methodological/technical issues and organisational/user /managerial aspects of market segmentation
- Provides R code that allows the reader to replicate all the calculations discussed
- Offers checklists that guide readers through every step and every decision to be made when conducting market segmentation analysis
- Includes a wide range of different segmentation algorithms and discusses aspects of market segmentation analysis not covered elsewhere

This book is published open access under a CC BY 4.0 license. This open access book offers something for everyone working with market segmentation: practical guidance for users of market segmentation solutions; organisational guidance on implementation issues; guidance for market researchers in charge of collecting suitable data; and guidance for data analysts with respect to the technical and statistical aspects of market segmentation analysis. Even market segmentation experts will find something new, including an approach to exploring data structure and choosing a suitable number of market segments, and a vast array of useful visualisation techniques that make interpretation of market segments and selection of target segments easier. The book talks the reader through every single step, every single potential pitfall, and every single decision that needs to be made to ensure market segmentation analysis is conducted as well as possible. All calculations are accompanied not only with a detailed explanation, but also with R code that allows readers to replicate any aspect of what is being covered in the book using R, the open-source environment for statistical computing and graphics.

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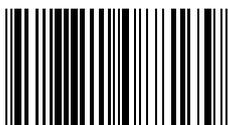
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