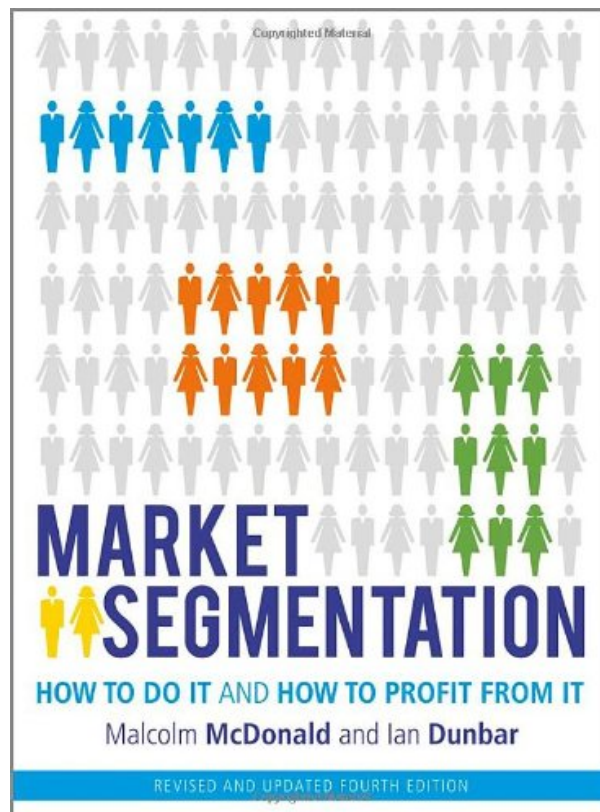
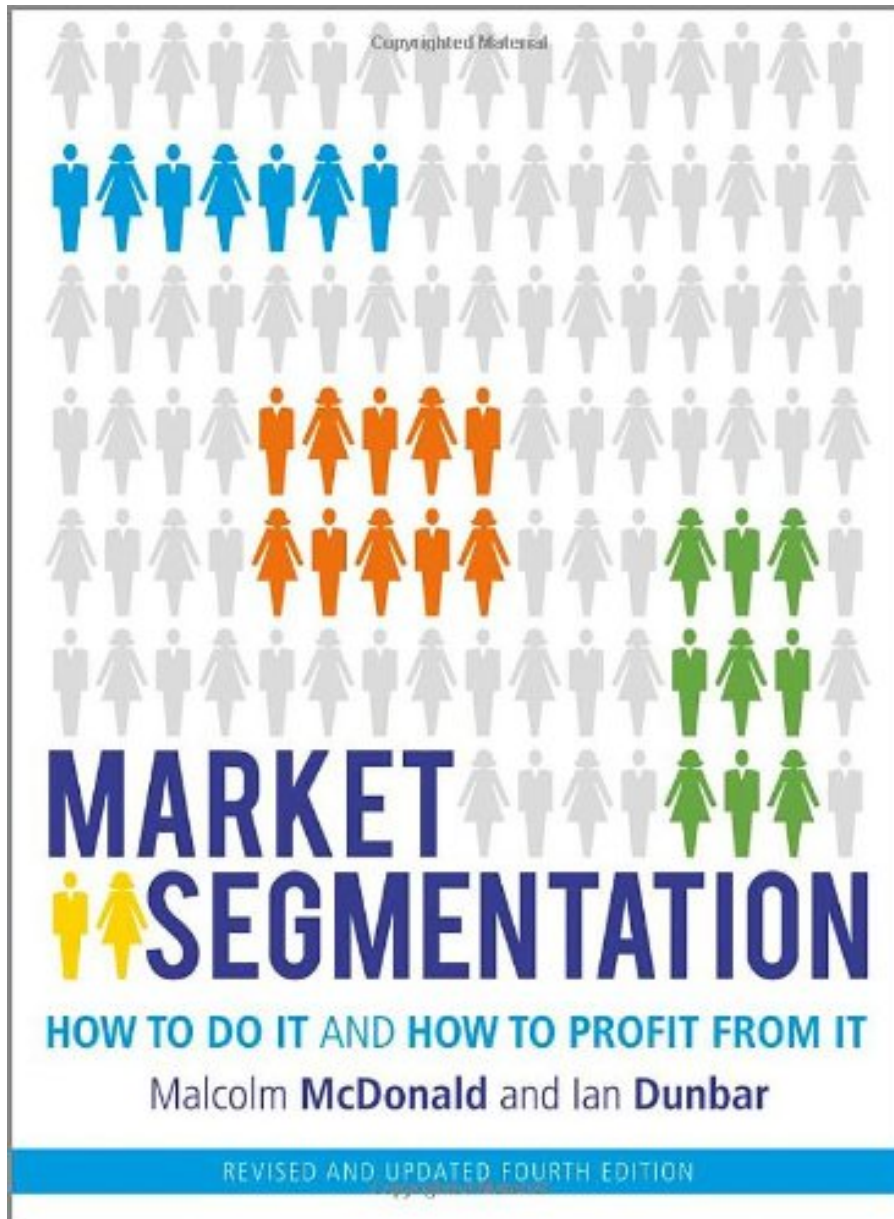


# MARKET SEGMENTATION: HOW TO DO IT AND HOW TO PROFIT FROM IT BY MALCOLM MCDONALD



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From the Inside Flap

*Market Segmentation: How to do it, how to profit from it* 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 dreary, 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, Knowledge Management, Innovation, Relationship Marketing and, latterly, CRM? The answer, of course, is because of a lack of a structured approach to market segmentation.

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