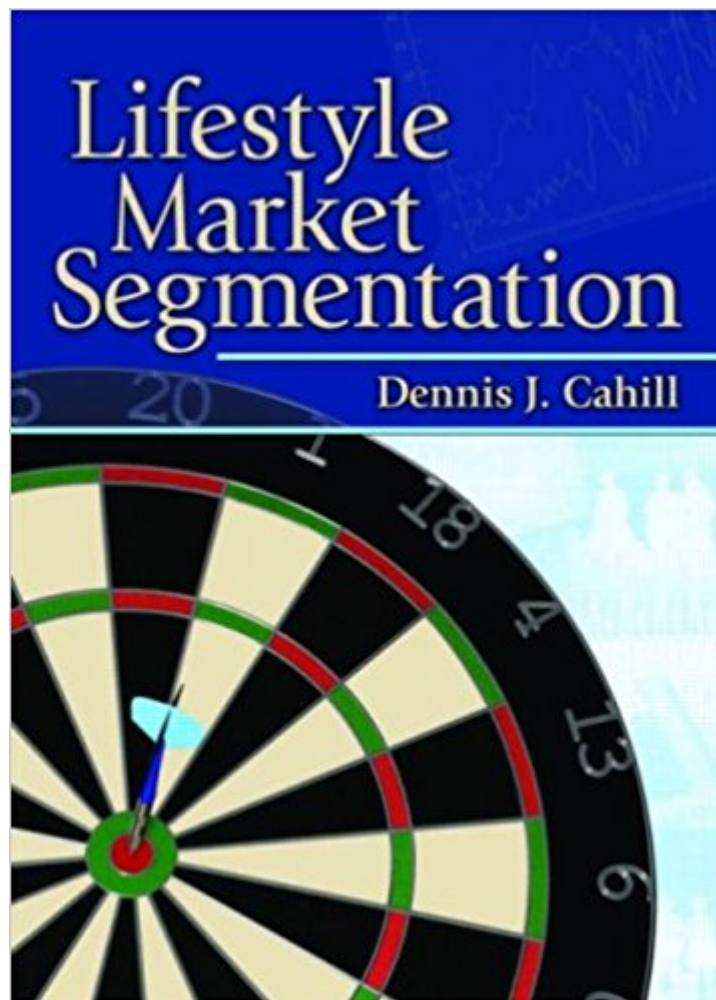




Ebook Directory
the best source of ebook

The book was found

Lifestyle Market Segmentation (Haworth Series In Segmented, Targeted, And Customized Market)



Synopsis

The latest marketing guide from expert Dennis Cahill that teaches how to effectively use lifestyle segmentation for marketing strategies. Lifestyle Market Segmentation gives author and marketing expert Dennis Cahill the chance to put his nearly 30 years of marketing and teaching experience to practical use; to clearly explain the process of market segmentation and its applications. This text goes beyond the obvious demographic and/or geographic categories to get at the 'whys' of customer behaviors, carefully reviewing every facet, from theory to the exploration of applications. Step by step, this easy-to-understand book, written by the author of *How Consumers Pick a Hotel: Strategic Segmentation and Target Marketing* and other classic marketing books, walks readers through the process, giving real-life examples as illustration as it provides the tools to effectively market by lifestyle segment in today's competitive marketplace. Market segmentation research examines a broad range of demographic and psychographic information that can provide strategies to target both current and potential markets. This helpful guide comprehensively reveals how to gather and effectively use this crucial type of research. Lifestyle Market Segmentation consists of three main parts. The first part discusses segmentation theory and various methods for segmentation. The second part explores applications of lifestyle segmentation based on case studies. The last section focuses on ways to market products and services to the various segments discovered by the applications. This invaluable text is extensively referenced and includes several tables and figures to clarify concepts and data. Lifestyle Market Segmentation discusses in detail: the concept of market segmentation criteria for segmentation schemes types of nonlifestyle segmentation geodemographic segmentation psychographics the List of Values (LOV) guidelines for effective use of psychographics lifestyle target segments the Tribes segmentation scheme the Myers-Briggs Type Indicator life-stage segmentation illustrative real-life case studies. Lifestyle Market Segmentation is an enlightening resource that is certain to be used again and again, and makes essential reading for managers, educators, and students.

Book Information

Series: Haworth Series in Segmented, Targeted, and Customized Market

Paperback: 200 pages

Publisher: Routledge; 1 edition (August 30, 2006)

Language: English

ISBN-10: 0789028697

ISBN-13: 978-0789028693

Product Dimensions: 6 x 0.5 x 8.4 inches

Shipping Weight: 10.4 ounces (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars 1 customer review

Best Sellers Rank: #283,770 in Books (See Top 100 in Books) #72 in Books > Business & Money > Marketing & Sales > Marketing > Industrial #101 in Books > Business & Money > International > Global Marketing #293 in Books > Textbooks > Business & Finance > International Business

Customer Reviews

It has nothing to do on the how

[Download to continue reading...](#)

Lifestyle Market Segmentation (Haworth Series in Segmented, Targeted, and Customized Market)
Targeted Therapeutic Systems (Targeted Diagnosis and Therapy) Practical Paleo, 2nd Edition
(Updated and Expanded): A Customized Approach to Health and a Whole-Foods Lifestyle
Stretching for 50+: A Customized Program for Increasing Flexibility, Avoiding Injury and Enjoying an
Active Lifestyle Practical Paleo: A Customized Approach to Health and a Whole-Foods Lifestyle
Segmentation, Revenue Management and Pricing Analytics Freemium Economics: Leveraging
Analytics and User Segmentation to Drive Revenue (The Savvy Manager's Guides) Landmarking
and Segmentation of 3D CT Images (Synthesis Lectures on Biomedical Engineering Synthesis
Lectu) Scroll Saw Segmentation: Patterns, Projects & Techniques Anorexia Nervosa and Recovery:
A Hunger for Meaning (Haworth Women's Studies) How It Feels to Have a Gay or Lesbian Parent:
A Book by Kids for Kids of All Ages (Haworth Gay and Lesbian Studies) Fundamentals of Leisure
Business Success: A Manager's Guide to Achieving Success in the Leisure and Recreation Industry
(Haworth Marketing Resources) Restoried Selves: Autobiographies of Queer Asian / Pacific
American Activists (Haworth Gay & Lesbian Studies) Women's Experiences with HIV/AIDS:
Mending Fractured Selves (Haworth Psychosocial Issues of HIV/AIDS) Our Families, Our Values:
Snapshots of Queer Kinship (Haworth Gay & Lesbian Studies) Experiencing Abortion: A Weaving of
Women's Words (Haworth Innovations in Feminist Studies) The Group Therapy of Substance
Abuse (Haworth Therapy for the Addictive Disorders) A Woman's Odyssey Into Africa: Tracks
Across a Life (Haworth Women's Studies) Investing for Beginners: An Introduction to the Stock
Market, Stock Market Investing for Beginners, An Introduction to the Forex Market, Options Trading
Lifestyle Medicine, Third Edition: Lifestyle, the Environment and Preventive Medicine in Health and
Disease

Contact Us

DMCA

Privacy

FAQ & Help