



# Market Segmentation Success: Making It Happen!

*Sally Dibb, Lyndon Simkin*

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Market segmentation is a main aspect of an effective business strategy, but implementation is often difficult and ultimately unsuccessful. *Market Segmentation Success: Making It Happen!* offers a solid review of the concepts of market segmentation and target market selection, as well as clearly explaining how to create market segments, how to select which customers to target, what problems will be encountered, and how to best overcome these challenges to success. Marketing experts Sally Dibb and Lyndon Simkin use their consultancy-inspired guidance in this easy-to-read text that provides best practice processes, detailed illustrations, and helpful real-world case examples.

*Market Segmentation Success: Making It Happen!* explores the principles and foundations of segmentation, types of problems reported by practitioners, and offers strategies for solving them. The importance of understanding the customer is discussed at length, along with contrasting approaches to conducting quantitative, qualitative, Greenfield, or evolution segmentation. The authors discuss in detail how to identify, diagnose, and treat segmentation blockers and provide 30 rules for segmentation success. This how-to guidebook shows students, beginners, and even the more seasoned professionals how to improve their efforts for success. The book includes numerous figures and tables to clearly illustrate concepts and data.

*Market Segmentation Success: Making It Happen!* is an invaluable resource for business practitioners, consultants, educators, and MBA students working on marketing strategy, marketing management, and marketing operations.

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