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Segmentation, Targeting and Positioning 1) The process of

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dividing a market into distinct subsets of consumers with common needs or characteristics is known as _____. A) target marketing B) market segmentation C) mass marketing D) the marketing concept ...

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Consumer behavior book under consideration is written by Leon Schiffman and Joseph Wisenbilit. It contains 5 parts and 16 chapters. Part 1 deals with the introduction of Consumer behavior approach. It also explains the importance of consumer research and strategic targeting in marketing. Part 2 concentrates of understanding consumer as an individual.

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