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Título: Segmentation And Positioning For Strategic Marketing Decisions

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Useful to both consumer marketers and business-to-business researchers, this detailed and engaging book delves much more deeply into segmentation than other marketing handbooks. Myers mediates between discussing the intricacies of segmentation and positioning techniques and showing the ways these techniques can be interpreted and used in the real world. The book covers measuring scales, cluster analysis, conjoint analysis, multivariate analysis, CHAID, and classification and regression trees. Other chapters deal with perceptual positioning maps_point and vector, value maps laddering techniques, and quadrant analysis. Myers uses examples to explain research analysis and provides practical information. In addition to explaining how to evaluate results, he provides caveats and explains pitfalls of each technique.