



Market Segmentation: An Introduction and Review

Dr. Steven Struhl

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In Market Segmentation, Dr. Struhl explains this often misunderstood discipline in a clear and easy-to-read style. Part 1 discusses the terminology and basics--and cuts through the jargon that so often can confuse the subject (and the reader). Part 2 explains the steps you need to take in a successful segmentation study, with detailed descriptions of the methods you will encounter, and a step-by-step explanation of how to do segmentation, from preparing the survey to the final deliverables. A practical guide like this is, in our experience, genuinely unique. We promise you that this will be almost entirely free of equations. In the sections discussing techniques, you will find examples and illustrations that clarify key points and show how everything gets done. This is a truly indispensable guide to keep close at hand while you do or consider any segmentation study.

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