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are important for

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as the performance of

business activities

designed to plan,

price, promote, and

direct the flow of a

company's goods and

services to

consumers or users in

more than one

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marketing plans,

managers need to

understand what

makes each segment

unique and different. *

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marketing requires:

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market segmentation;
market targeting, and
market positioning. *

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consists of a group of
customers who share
a similar set of needs
and wants. Market
segments are
generally defined by
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