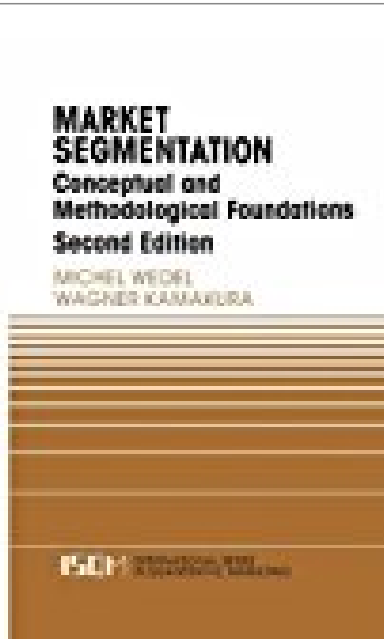


# Market Segmentation Conceptual and Methodological Foundations

## International Series in Quantitative Marketing

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