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Rethinking Business Segmentation: A New Conceptual Model and Perspective

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ABSTRACT

Segmenting business markets is challenging but potentially highly rewarding. An in-depth understanding of how to segment markets is necessary to guide the best decisions leading to profitable targeting. Business markets are changing rapidly due to new technology and a more complex business environment. Current segmentation frameworks are not sufficient to guide business-to-business (B2B), business-to-business-to-business (B2B2B) and business-to-business-to-consumer (B2B2C) marketing analyses and decisions.

This paper introduces a new six-cell business market segmentation conceptual model building on two key dimensions – product use by intermediaries in their marketing to their customers (B2B2B and B2B2C) and product standardization. Examples are developed showing how this new typology is used by current marketers and a research agenda is called for to fill the gap in the academic and practitioner literature understanding the new model and business segmentation criteria.

ABOUT THE AUTHORS

Herbert Brotspies earned his D.B.A. in Marketing in 2005 from Nova Southeastern University (NSU), Fort Lauderdale, Florida. He is a Part-Time Participating Professor of Marketing at the H. Wayne Huizenga College of Business and Entrepreneurship at NSU. Prior to his academic career, Dr. Brotspies was a top marketing executive at several Fortune 100 companies.

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