

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2017

Association of Marketing Theory and Practice
Proceedings

2017

Rethinking Business Segmentation: A New Conceptual Model and Perspective

Herbert Brotspies

Nova Southeastern University

Art Weinstein

Nova Southeastern University

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017



Part of the [Marketing Commons](#)

Recommended Citation

Brotspies, Herbert and Weinstein, Art, "Rethinking Business Segmentation: A New Conceptual Model and Perspective" (2017). *Association of Marketing Theory and Practice Proceedings 2017*. 18.
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2017/18

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2017 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

Rethinking Business Segmentation: A New Conceptual Model and Perspective

Herbert Brotspies

Art Weinstein

Nova Southeastern University

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.

Art Weinstein earned his Ph.D. in Marketing in 1991 from Florida International University, Miami. He is a Professor of Marketing at the Huizenga College at NSU. Dr. Weinstein's work on B2B segmentation has been published in the Journal of Marketing Management, Journal of Strategic Marketing, Journal of Marketing Analytics, and numerous other highly respected marketing journals.