

Market Segmentation: when it works and when it doesn't

Professor Peter Naudé

**Professor of Business-to-Business Marketing & Deputy Director of Academic Affairs
Manchester Business School**

Market segmentation lies at the very heart of modern marketing management. A market segment consists of a group of consumers who share a similar set of needs and wants. Rather than creating segments, the marketer's task is to identify them and decide which one(s) to target. (Kotler, 2009). In this talk Professor Peter Naudé will go through the B2B segmentation methods, key criteria of market segments, segmentation variable, the process of market segmentation and target marketing. He will also explain some of the difficulties in implementing segmentation approaches in business-to-business (B2B) markets, identifying those situations where market segmentation should not form part of the marketing manager's toolkit.

About the speaker

Professor Peter Naudé graduated with a PhD in Marketing at Manchester Business School in 1992, where he holds the position of Professor of Business-to-Business Marketing and is currently the Deputy Director in charge of Academic Affairs. He has taught and consulted extensively on the topic over the past twenty years. He teaches on a wide variety of MBA and Executive-level programmes and he has been awarded Academic of the Year for the Full-time MBA programme. The winner is voted for by our students and are presented at Graduation.

Wednesday 8th October, 2014

8:00am - 9:15am

**Victoria Suite, The Hong Kong Club,
1 Jackson Road, Hong Kong**

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Business Attire is required by the Hong Kong Club. No jeans or sports shoes.**

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