

Inside-out Vs. Outside-in Segmentierung - Kerstin Jakobitsch

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Ausgangslage dieser Arbeit bilden die Begriffe 'Inside-Out und Outside-In Segmentierung', welche unter den Themenbereich der strategischen Segmentierung fallen. Im Laufe der Studienzeit wurde der Begriff 'Segmentierung' sehr oft erwähnt, wobei hier anzumerken ist, dass die traditionelle Marktsegmentierung mit der strategischen Segmentierung keinesfalls gleichzusetzen ist. Die Marktsegmentierung ist vor allem für Marketingstrategien von großer Bedeutung, wobei im Rahmen der strategischen Segmentierung - welche der Marktsegmentierung vorausgeht - das gesamte Geschäftsfeld in einzelne sogenannte Teilbereiche zerlegt wird. Das Ziel der strategischen Segmentierung liegt jedoch in der Entwicklung wirksamer und erfolgreicher

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