



## Tecnicas De Segmentacion De Mercados

By Valderrey Sanz, Pablo

STARBOOK EDITORIAL, 2010. Condition: Nuevo. En este libro se abordan las técnicas de segmentación de mercados desde un punto de vista eminentemente práctico. Sin descuidar los conceptos teóricos se presentan las técnicas de segmentación desarrolladas con las herramientas más habituales y actuales. En cuanto al software, se han desarrollado los ejemplos prácticos con SAS y SPSS, así como con herramientas avanzadas de segmentación provenientes de la minería de datos. En concreto se han utilizado SPSS Clementine y SAS Enterprise Miner. El libro comienza con una introducción a la segmentación de mercados para posteriormente adentrarse en las técnicas de segmentación post hoc, incluyendo análisis cluster y árboles de decisión. A continuación, se tratan las técnicas de segmentación ad hoc incluyendo el análisis discriminante y los modelos de elección discreta. Por último, se estudia la segmentación mediante redes neuronales.



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