



# Geodemographics for Marketers: Using Location Analysis for Research and Marketing

By Barry Leventhal

Kogan Page. Paperback. Condition: New. 256 pages. Dimensions: 0.0in. x 0.0in. x 0.0in.Geodemographics is a technique of market segmentation and a well-established data-driven analysis tool for marketers. Since its inception in 1979, its classifications have been widely used in customer databases and market research datasets. Written by one of the UKs foremost marketing statisticians, this book will help busy marketers apply geodemographics in any sector involved in business to consumer marketing, including retail, financial, and telecommunication fields. With numerous practical case studies from users and agencies worldwide, Geodemographics for Marketers is international in scope, offering an independent and impartial source of information about the real success geodemographics can bring to an organization. Chapters cover: -The definitions and principles of geodemographics and its strengths and weaknesses-Classification systems, including data inputs, how a classification is built, an overview of the latest products, and a table of the current classifications-Mechanics of using geodemographics-Applications in various industry sectors-How to choose a geodemographic classification-International geodemographics-Building a sector specific geodemographic discriminator, how classifications have been improvedaugmented, individual-level classifications, and predictive analytics on customer databases-What the future holds for geodemographics This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



## Reviews

A must buy book if you need to adding benefit. It is rally intriguing throgh reading time period. I am pleased to tell you that here is the very best book i actually have study in my very own lifestyle and may be he finest ebook for at any time.

-- Ms. Lora West Jr.

A whole new e book with an all new point of view. It is one of the most incredible book i actually have go through. I am easily could possibly get a enjoyment of reading through a written book.

-- Nathanael Treutel

# See Also



#### What is in Mv Net? (Pink B) NF

Pearson Education Limited. Book Condition: New. This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and an online reading world to teach today's children to read. In this book, Zac and Daisy are fishing....



### The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality to your satisfaction. please tell your friends...



### Read Write Inc. Phonics: Purple Set 2 Non-Fiction 4 What is it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. 215 x 108 mm. Language: N/A. Brand New Book. These decodable non-fiction books provide structured practice for children learning to read. Each set of books is carefully levelled to match childrens growing...



### What is Love A Kid Friendly Interpretation of 1 John 311, 16-18 1 Corinthians 131-8 13

Teaching Christ's Children Publishing. Paperback. Book Condition: New. Daan Yahya (illustrator). Paperback. 26 pages. Dimensions: 10.0in. x 8.0in. x 0.1in. What is Love is a Bible based picture book that is designed to help children understand what love is. In the story, twins...



### Books are well written, or badly written. That is all.

GRIN Verlag Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2007 in the subject English - Literature, Works, grade: A, The Open University, language: English,...



Slave Girl - Return to Hell, Ordinary British Girls are Being Sold into Sex Slavery; I Escaped, But Now I'm Going Back to Help Free Them. This is My True Story.

John Blake Publishing Ltd, 2013. Paperback. Book Condition: New. Brand new book. DAILY dispatch from our warehouse in Sussex, all international orders sent Airmail. We're happy to offer significant POSTAGE DISCOUNTS for MULTIPLE ITEM orders.