



## **Marketing Segmentation**

Theoretical and empirical papers are invited in all areas of market segmentation, targeting and positioning. Indicative areas include: the role and impact of market segmentation as a strategy; market segmentation approaches, including the use and appropriateness of different base variables; market segmentation value, productivity and effectiveness; the implementation of segmentation and critical success factors; targeting approaches and criteria; positioning approaches; new methods of data manipulation for market segmentation; identifying managerially compatible segmentation schemes and metrics; segmentation as the basis of customer life-time value; and the segment of one.

Professor Sally Dibb  
Professor of Marketing  
Open University Business School