

## Reference

- 1) Marketing Management by Kotler and Keller
- 2) Buy-ology by Martin Lindstorm
- 3) Strategy, Marketing plans and small organosations by Dr.Breda McCarthy
- 4) Marketing Communications by Olujimi Kayode
- 5) Strategic Marketing by Andrew Walley

## Links

- 1) <http://www.explainz.com/explanations/s/single-segment-concentration>
- 2) <http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11291-multi-segment-marketing.html>
- 3) <http://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11291-multi-segment-marketing.html>
- 4) [http://www.consumerpsychologist.com/cb\\_Segmentation.html](http://www.consumerpsychologist.com/cb_Segmentation.html)
- 5) <https://www.linkedin.com/pulse/20140730082827-41390803-market-segmentation-criteria-five-essential-criteria>
- 6) <http://www.investopedia.com/terms/d/dagmar.asp>
- 7) [http://www.enotesmba.com/2012/07/mba-notes-dagmar-model\\_27.html](http://www.enotesmba.com/2012/07/mba-notes-dagmar-model_27.html)