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### Marketing An Introduction Kotler Amstrong

A target market is a group of customers within a business's serviceable available market at which a business aims its marketing efforts and resources. A target market is a subset of the total market for a product or service. The target market typically consists of consumers who exhibit similar characteristics (such as age, location, income or lifestyle) and are considered most likely to buy a ...

### Target market - Wikipedia

New Product Introduction". Journal of Marketing Research, vol. XXXII, February, pp. 42-53. > FERRÉ TRENZADO, J.M. y FERRÉ NADAL, J. (1997). Nuevos productos. Cómo organizar la búsqueda de ideas en la empresa y desarrollar y lanzar un nuev o producto al mercado sin riesgo. Diaz de Santos. > FERRÉ TRENZADO, J.M. y FERRÉ NADAL, J. (1997). Nuevos productos. Cómo organizar la búsqueda de ...

### Desarrollo de nuevos productos 2011-12

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