

**Josef A. Mazanec  
Helmut Strasser**



**A Nonparametric Approach  
to Perceptions-Based  
Market Segmentation:  
Foundations**



**SpringerWienNewYork**

# Nonparametric Approach To Perceptionsbased Market Segmentation

**David Baud**



## **Nonparametric Approach To Perceptionsbased Market Segmentation:**

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The new series edited by the Jubilumsstiftung of the Wirtschaftsuniversität Wien aims at presenting results of interdisciplinary research conducted at one of the largest business schools in Europe Volumes 1 and 2 focus on recent results gained by a group of mathematicians and marketing scientists It is a unique feature that the writing style adopted for this series makes the findings accessible for members of both research communities It is also targeted to practitioners in marketing management with an interest in optimally exploiting their consumer survey and panel data Market segmentation and product positioning are major strategic issues in a company's marketing decision making The analytical tools highlighted in the Foundations and Applications Volumes are new instruments for exploratory and inferential market structure analysis based on consumer brand perceptions and choice Unlike the majority of contemporary marketing modeling these methods operate nonparametrically thus avoiding the rigorous assumptions which are rarely satisfied by real world data

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