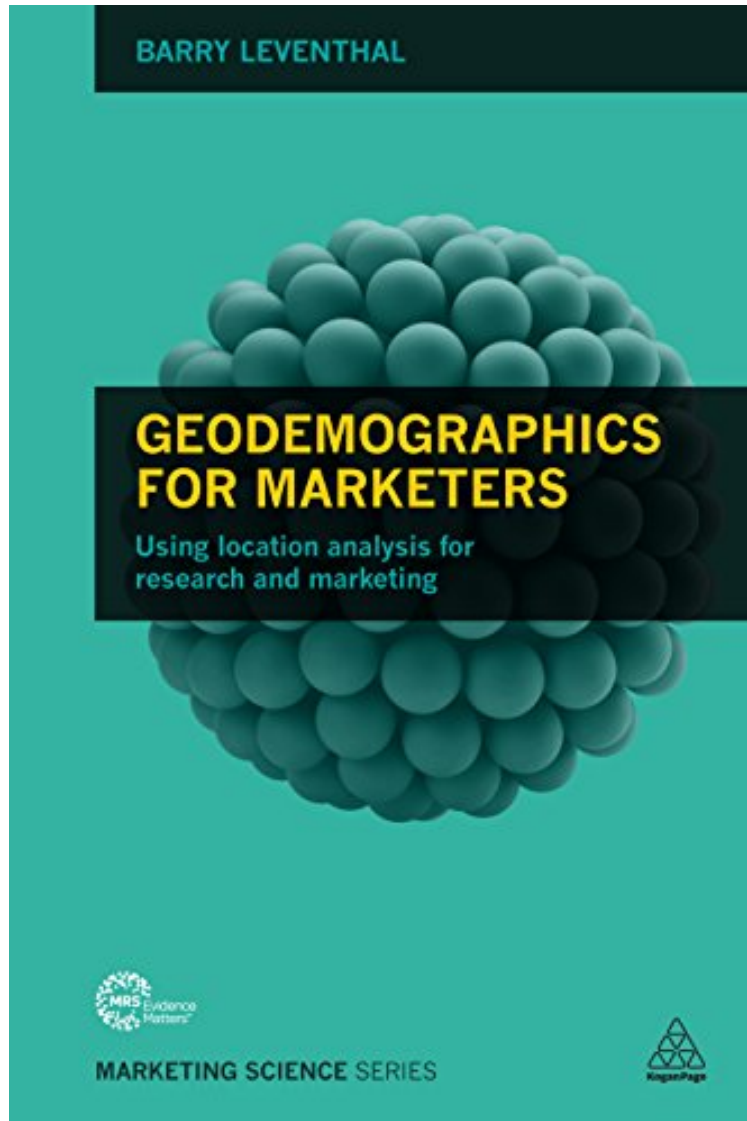


(Pdf free) Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science)

Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science)

Barry Leventhal

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Barry Leventhal : Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science) before purchasing it in order to gage whether or not it would be worth my time, and all praised Geodemographics for Marketers: Using Location Analysis for Research and Marketing (Marketing Science):

0 of 0 people found the following review helpful. SpecialistBy DarrenIngram_dot_com Segmenting your market before launching a marketing (or sales) campaign can be an art and a science in itself. This book will provide practical, real

world advice about the world of geodemographics to a total beginner and could even let experts see things in a different light too. The hard job of having a good product or service to market through a great campaign still falls to you, but you will be able to better target it and isolate your potential customers by a greater understanding of the powerful weapons at your disposal. Built around a host of case studies, the author goes through the entire process from the basics and data sources through to identifying "targets"; and maximising your potential demographic reach and creating campaigns around this. It is written in a fairly clear, easy-to-follow manner and in keeping with all Kogan Page books, it is simply laid out, so you can focus on the material-at-hand rather than fight with a dysfunctional book. For those who desire or need additional information and source references, there is an extensive bibliography. It was an enjoyable read that just lets the knowledge flood out into the readers's mind, offering up a host of actionable information and inspirational opportunities. There is a lot of talk about big data within the sales and marketing world, yet not so many people really thoroughly understand it and the power it can deliver. With a book like this at your side, it might just transform you to a do-er and through a deeper understanding of the subject-at-hand you can transform your company's use of intelligent data-led marketing through geodemographics. A book like this might be one of the your cheapest, yet better investments.

Geodemographics, the process of analyzing survey data to profile economic and demographic characteristics of populations, is a successful data-driven analysis tool for marketers. Geodemographic classifications are widely embedded in customer databases and market research datasets. Written by a leading UK authority on geodemographics, *Geodemographics for Marketers* provides marketers with the know-how to leverage it as an effective research tool to identify location-based segments for highly targeted marketing. International in scope and impartial in its approach, this book demonstrates how to implement geodemographics techniques for practical application in retail, financial services and telecommunications as well as the public sector. *Geodemographics for Marketers* includes numerous case studies, from the automotive, retail and telecommunications sectors to the public sector, that illustrate core concepts and how they can be applied to gain positive results. The book also incorporates the newly introduced generation of classifications, as well as a discussion of the key decisions of the proposed 2021 census.

"An exciting journey in geodemographics, *Geodemographics for Marketers* takes the expert, and inexpert, reader on a ride from the origin of this complex discipline to its latest achievements; from the dawn of the third industrial revolution, to the spreading of the Big Data era; from the underlying theory, to relevant and interesting market applications. This book, including contributions from eminent exponents of the discipline, represents an unmatched source of inspiration for everyone interested in this limitless, growing field. It is a necessary handbook of the methodologies, approaches, classifications, tools, research design, applications, potentialities and limits of a powerful scientific instrument. With this book, Barry Leventhal has achieved an empirically rich and academically challenging series of contributions, flavouring it with his unique experience, knowledge and market understanding."