



capítulo

4

Mercado y segmentación de mercados



objetivos DE aprendizaje

- 1 Comprender el concepto de mercado y segmentación de mercados.
- 2 Analizar el mercado del consumidor, del productor, del revendedor, del gobierno, así como el internacional.
- 3 Analizar las razones por las que se segmenta un mercado.
- 4 Conocer cuáles son las estrategias que se utilizan para segmentar un mercado y poder aplicarlas en diferentes situaciones.

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