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For Kotler and Armstrong, the authors of Principles of Marketing, segmentation is acknowledging that you can't serve all clients with the same level of satisfaction. This way, in order to provide the greatest satisfaction possible, it's necessary to define a "Target Market".

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It is advisable to conduct an environmental analysis-both internal and external-to determine the major factors that may affect an organization. The internal environment is the assessment of an organization's strength and weaknesses. The external environment, on the other hand, focuses on the opportunities and threats (Kotler & Armstrong, 2010)

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