Supported preparation: Marketing evidence and the seven Ps

International Baccalaureate · IB Diploma · Business Management · SL · Vocabulary in context

Word	Example
segmentation /ˌsegmənˈteɪʃn/	**Segmentation** splits customers into groups with similar needs.
primary research /ˈpraɪməri rɪˈsɜːtʃ/	Interviewing customers directly is **primary research**.

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