

Kellogg On Branding The Marketing Faculty Of School Management Alice M Tybout

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Segmentation, targeting, positioning in the Marketing strategy of Kellogg ' s – Kellogg ' s uses a mix of demographic, geographic and psychographic segmentation to market its 1600 products in around 180 countries around the world. Differentiating targeting strategy is used by Kellogg to make its products available across different channels.

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