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in the sources of insights is welcome and this edited book covers a wide range of interesting, topical, and timely issues dealing with the acceptance of e-business applications or systems, business processes integration and management, the extension of e-business concepts to not-forprofit (nonprofit) Page 40/61

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with a new chapter on the pros and cons of the mixture model. The book starts with a framework for considering the various bases and methods available for conducting segmentation studies. The second section contains a more detailed discussion of the methodology for market segmentation, from Page 54/61

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