Chapter 4:  
Segmentation, Targeting, and Positioning Strategies

1. Go to the SRI Consulting Business Intelligence website (<http://www.strategicbusinessinsights.com/vals/ustypes.shtml>). Study the different types listed. See if you can find three copies of ads for these types of products on the Internet and determine to whom they are being targeted.
2. Go to the Expedia website (<https://www.expedia.co.uk/>). How do they segment their customers? What is your evidence for this?