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# Marketing - Standalone Book



## Synopsis

NOTE: Access code is NOT INCLUDED

Grewal/Levy's Marketing was designed for today's social, mobile and digital student population, with an emphasis on how firms analyze, create, deliver, communicate, and capture value. Underscoring that even the best products and services will go unsold if marketers cannot communicate their value, Marketing explores both fundamentals and new marketing influencers and features comprehensive coverage, topics like social media and ethics integrated throughout, a robust suite of instructor resources, and regularly updated Grewal/Levy author blog with content tagged by chapter to help keep your classroom discussions current, fresh and engaging. Grewal Levy's Marketing is available through McGraw-Hill Connect, a subscription-based learning service accessible online through your personal computer or tablet. Choose this option if your instructor will require Connect to be used in the course. Your subscription to Connect includes the following:

- SmartBook - an adaptive digital version of the course textbook that personalizes your reading experience based on how well you are learning the content.
- Access to your instructor's homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course.
- Progress dashboards that quickly show how you are performing on your assignments and tips for improvement.
- The option to purchase (for a small fee) a print version of the book. This binder-ready, loose-leaf version includes free shipping.
- Connect Marketing's assignments provide instant feedback and span the introduction of course concepts to their application and beyond, including iSeeit! concept animations, video cases, case analyses, data analytics exercises, and more. Contact your learning technology representative for a matrix listing assignable assets by learning outcomes.
- Complete system requirements to use Connect can be found here.

## Book Information

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## Customer Reviews

Dhruv Grewal, PhD (Virginia Tech), is the Toyota Chair in Commerce and Electronic Business and a professor of marketing at Babson College. His research and teaching interests focus on marketing foundations, marketing research, retailing, pricing, and value-based strategies. He was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award by Fordham University. He is a Distinguished Fellow of the Academy of Marketing Science. He has also coauthored *Marketing Research* (2004, 2007). Professor Grewal has published over 70 articles in journals such as *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, and *Journal of the Academy of Marketing Science*. He currently serves on numerous editorial review boards, including *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Interactive Marketing*, and *Journal of Public Policy & Marketing*. He served as co-editor of *Journal of Retailing* from 2001–2007. Professor Grewal has won many awards for his teaching including, 2005 Sherwin-Williams Distinguished Teaching Award, SMA; 2003 AMA Award for Innovative Excellence in Marketing Education; 1999 AMS Great Teachers in Marketing Award; Executive MBA Teaching Excellence Award (1998); School of Business Teaching Excellence Awards (1993, 1999); and Virginia Tech Certificate of Recognition for Outstanding Teaching (1989). He co-chaired: 1993 AMS Conference, 1998 Winter AMA Conference, a 1998 Marketing Science Institute Conference, 2001 AMA doctoral consortium, and 2006 Summer AMA Conference. Professor Grewal has taught executive seminars and courses and/or worked on research projects with numerous firms, such as IRI, TJX, Radio Shack, Monsanto, McKinsey, Motorola, and numerous law firms. He has taught seminars in the U.S., Europe, and Asia.

Michael Levy, PhD, is the Charles Clarke Reynolds Professor of Marketing and Director of the Retail Supply Chain Institute at Babson College. He received his PhD in business administration from The Ohio State University and his undergraduate and MS degrees in business administration from the University of Colorado at Boulder. He taught at Southern Methodist University before joining the faculty as professor and chair of the marketing department at the University of Miami. Professor Levy has developed a strong stream of research in retailing, business logistics, financial retailing strategy, pricing, and sales management. He has published over 50 articles in leading marketing and logistics journals, including the *Journal of Retailing*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of Marketing Research*. He currently serves on the editorial review board of the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *International Journal of*

Logistics Management, International Journal of Logistics and Materials Management, ECR Journal, and European Business Review. He is coauthor of Retailing Management, 6e (2007), the best-selling college-level retailing text in the world. Professor Levy was co-editor of Journal of Retailing from 2001 to 2007. Professor Levy has worked in retailing and related disciplines throughout his professional life. Prior to his academic career, he worked for several retailers and a housewares distributor in Colorado. He has performed research projects with many retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn's, Neiman Marcus, ProfitLogic (Oracle), Zale Corporation, and numerous law firms. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.

Was assigned the book for my grad program and can honestly say, the professor got this right. The book discusses current market trends and real companies. It's easy reading and colorful. I have an undergrad in Marketing and this book refreshed my knowledge and introduced me to new methods in which marketing is performed today. I rented it, but now would like to buy it since I would like to do some consulting work. I'm a career student and never could understand why some authors of textbooks make them so difficult to read with fancy words and just downright boring. That makes it hard to learn from the book, but this book adds humor and speaks in layman's terms. I thoroughly enjoyed this one.

While the book provides great and relevant concepts, it's way too wordy. I found that there were many instances where a page worth of words could have been clearly explained in two paragraphs. There were also many word fillers. Overall, I recommend the book due to relevant and updated concepts and marketing examples using Facebook/twitter and such.

Brand new book for a rental, I'm impressed.

Exactly as advertised.

My rental came high quality, almost as if it wasn't used before. Can't say anything bad and it was the right book for my class.

Great Job!

I'm very satisfied with this book I came in two days just like they said it would. Although I can tell that it is used because there are a couple pages that have been wet but hey I'm thankful to be able to rent!

Good condition and exactly what I needed for my class.

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