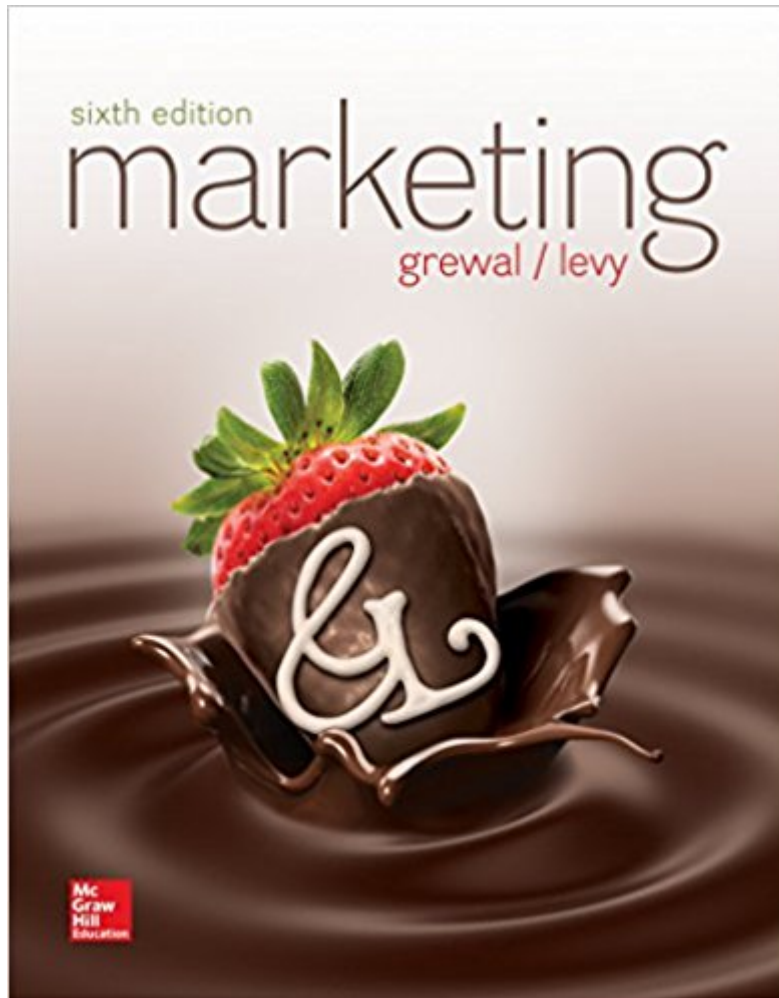




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Marketing (Irwin Marketing)



Synopsis

Grewal/Levy's Marketing shows today's social, mobile and digital student population how marketing adds value and how firms rely on value for establishing lasting relationships with their customers. Underscoring that even the best products and services will go unsold if marketers cannot communicate their value, Marketing explores fundamentals and new influencers, with comprehensive coverage and topics like social media and ethics integrated throughout. A robust suite of instructor resources and regularly updated grewallevymarketing.com blog will keep classroom discussions current and engaging.

Book Information

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Customer Reviews

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. 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 to 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.

It's a book I needed for class. Came swiftly and was of great quality. My professor only needed it for 2 chapters, but it was nice to know it came faster than the ones from eBay.

Thank you!

I read the other reviews & assumed (for \$130) MUST be including the CD & codes. Wrong!! I may as well have ordered a used book for \$10--as I don't care about highlighting, etc. I'll be returning the book & ordering one with the CD & codes, thank you.

I call to see if this book would have the CD and extras and was told yes, unless it states that it did not have them. It was only the book. The book was in good condition, I just could have just order a cheaper one.

I had to read 6 chapters just for my first exam and it was so easy thanks to all the examples and the descriptive information. It has updated and veery useful / easy to relate to data. It is really long though, and sometimes you feel like reading a book filled with advertisements (it can and will influent your choices when you go to the stores!), but there's no better way to learn business and marketing than by examples. Great book!

The shipping was on time and the price was very good. Since it appears to be the International edition, it does not have the definitions directly on the side of each page, but they are located in the back of the book. The regular book cost \$200 which made me super happy to get this book for so cheap.

My class was supposed to use the 4th edition but I got this one instead because of the price. Only minor differences that weren't a big deal.

Didn't like the subject and didn't like the book as much, it's easy to read but gets boring sometimes

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