

## M: Marketing

*Dhruv Grewal*

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**Dhruv Grewal : M: Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised M: Marketing:

29 of 30 people found the following review helpful. No Access Code for ConnectBy arpopoI bought this book NEW assuming that it would come with the code I need to access Connect for school. It did not come with it so now I need to go and buy the code separately which completely defeats the purpose of my having bought it new in the first place. I am not usually let down by but in this case I definitely was.0 of 0 people found the following review helpful. A very confused text, too focused on social media, while overly complicating marketing basicsBy IthacaMattCrappy textbook. It tries to be all about social media in practically every section of the book, with all these colorful graphics like it's a children's magazine in terms of layout. But when you get to the content, they try to make it sound unnecessarily scientific, instead of providing simple descriptions of the basics of marketing - product, place, price and promotion. My daughter hated this text, and I can't blame her. It's all over the place.4 of 4 people found the following review helpful. Did NOT Receive what was Advertized - Out Right DeceptionBy PattyThis book is being advertized and sold as "Marketing WITH Connect Plus". They should have provided an Access Code for the 'Connect Plus' on

line portion, which they did not. When I emailed the contact, they simply said I must have been Mis Lead by the title and the Connect Plus did not come with the book. Connect plus is an additional charge or they offered to return the book, which i cannot (too late - my son needs for class) This deception will end up costing me more than the book is worth...

Adding Value to your Marketing Course - Marketers understand that even the best products and services will go unsold if they cannot communicate the value to the customer. Understanding this value-based approach is critical for marketing students today and is at the forefront of this text setting it apart. This approach is emphasized throughout the text and demonstrated through the use of the Adding Value boxes found in each chapter. In their 5th edition of *M: Marketing* Grewal and Levy present a concise impactful and easy to read approach to Principles of Marketing. The text delivers value to both instructor and student through the engaging style and online assignment and assessment options. With monthly updates provided in a newsletter and the dynamic video program the instructor support provided will bring marketing to life in any class setting. With a new chapter on Social and Mobile Marketing Grewal and Levy's *M: Marketing* continues to be among the most contemporary products for studying the principles of marketing today.

About the Author 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*. 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 2001–2007. 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, 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.