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Dhruv Grewal, Michael Levy - pdf download free book



Books Details:

Title: M: Marketing Fourth Edition (

Author: Dhruv Grewal, Michael Levy

Released:

Language:

Pages: 512

ISBN: 0077861027

ISBN13: 9780077861025

ASIN: 0077861027

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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.

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.

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