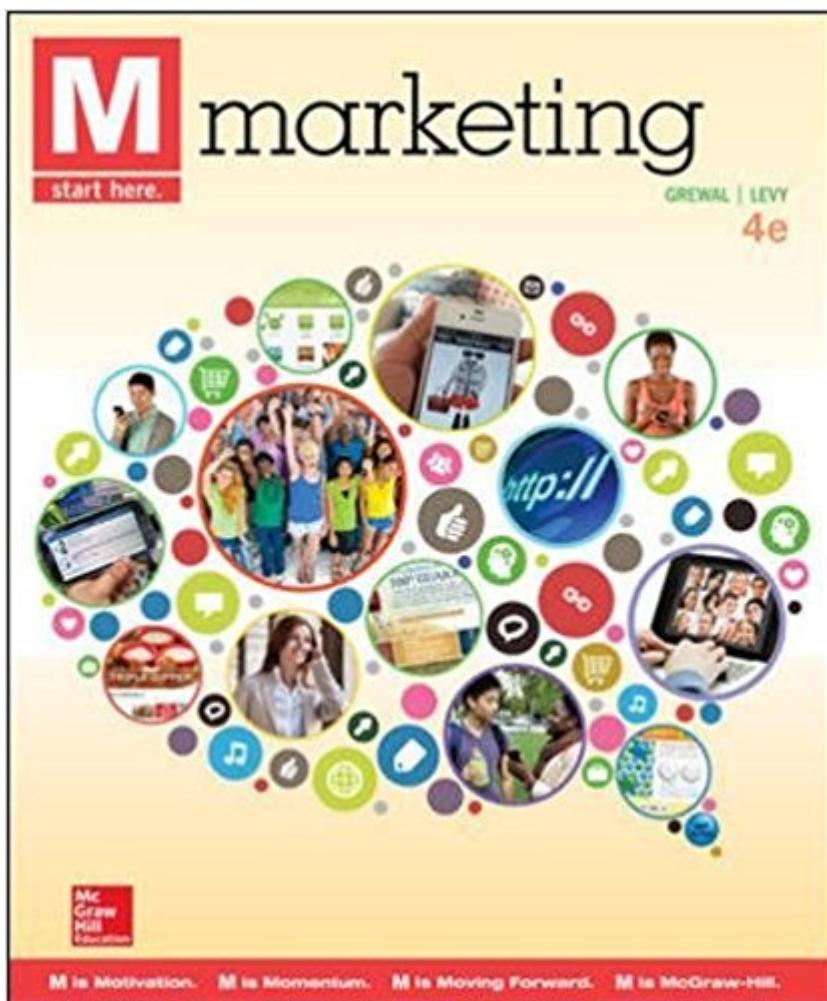


The book was found

M: Marketing Fourth Edition



Synopsis

Note: This book is standalone book and doesn't include access code. 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.

Book Information

Series: 978-0077861025

Paperback: 512 pages

Publisher: McGraw-Hill Education; 4 edition (February 20, 2014)

Language: English

ISBN-10: 0077861027

ISBN-13: 978-0077861025

Product Dimensions: 9 x 0.6 x 11 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 61 customer reviews

Best Sellers Rank: #6,653 in Books (See Top 100 in Books) #29 in Books > Textbooks > Business & Finance > Marketing #77 in Books > Business & Money > Marketing & Sales > Marketing

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 2001–2007. 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 2001–2007. 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 was much cheaper then in college book store so we bought it here on . Absolutely no difference

with campus version. I recommend it

Overall, the book was in very good condition. One word of caution. If you have a class that requires you access the lessons on-line, you will need a code. The used copy does not have it, only the new one. Otherwise, it costs around \$90 to access the on-line materials if you do not have the code.

Used this book for my marketing class. It was very informative and having it on Kindle app was VERY convenient. The ability to search for key words makes it easy to use.

I ordered two books the other book is in great condition but it could also be a new edition. However this book the cover page was torn apart and stained and just worn down. I'd like another copy if possible. If I do I will change my rating.

Needed book for class and found this one at a great price, it came early, but front cover was ripped off when I received it. It's a great but must a great used buy.

Marketing, for many can be boring, but this textbook has great insight on how marketing really works. Really easy to understand. The book was in great condition and delivered on time!

Fast shipping..Great experience. thank you!

Book kind of jumps around within the chapters as to what it is talking about. Sometimes takes a simple topic and takes 4 paragraphs to explain when it could have been done in 1. Good examples tho.

[Download to continue reading...](#)

Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)
Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing
Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets

Revealed, ... Books, Scam Free Network Marketing Book 1) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Strategic Digital Marketing: Top Digital Experts Share the Formula for Tangible Returns on Your Marketing Investment (Marketing/Sales/Adv & Promo) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns BASIC MARKETING: A Marketing Strategy Planning Approach (Irwin Marketing) Instagram Marketing: A Picture Perfect Way to Strike It Rich! (Facebook Marketing, Youtube Marketing 2) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (3rd Edition) Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company (2nd Edition) Hospitality Sales and Marketing with Answer Sheet (AHLEI) (6th Edition) (AHLEI - Hospitality Sales and Marketing)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)