

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

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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.

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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 Ciuld 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 of 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 recieved 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.

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