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7 January 16, 2019 9781260087710
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Dhruv Grewal received a Ph.D. from Virginia Tech and is the Toyota Chair in Commerce and Electronic Business and professor of marketing at Babson College. His academic interests focus is on marketing foundations and research, retailing, pricing, and value-based strategies.

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In their 4th 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.

M: Marketing by Dhruv Grewal | 2901259446299 | Paperback ...

Book Summary: The title of this book is Marketing and it was written by Dhruv Grewal Professor, Michael Levy, Dhruv Grewal. This particular edition is in a Hardcover format. This books publish date is Feb 15, 2017. It was published by McGraw-Hill Education and has a total of 720 pages in the book.

Marketing by Dhruv Grewal, Michael Levy (9781259709074)

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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.

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