## [PDF] M: Marketing Fourth Edition (Irwin Marketing)

## Dhruv Grewal, Michael Levy - pdf download free book



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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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