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Marketing



Synopsis

Grewal/Levy was designed for today's changing student population. It has a strong emphasis on experiential learning and focuses on the value that marketers create for the firm. This textbook also provides students with hands-on learning tools through Connect Marketing, and provides professors with updated tools every month through the monthly newsletter. With Connect, students examine how firms analyze, create, deliver, communicate, and capture value by exploring both the fundamentals in marketing and new influences, such as social media, all in a format that allows for instructor assessment of learning outcomes, and provides students with a tight integration of topics.

Book Information

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Customer Reviews

Had to take this course for completion of my degree. Ordered from because the "code" for the online coursework is supposed to be included and it ended up being several hundred less than purchasing from my university. Ended up having to have send me 3 different books and in the end none of them came with a code. Lucky for me, the teacher was able to give me online access without the code. Ended up paying way more for just the book than I should have had to. Will be contacting to have their product description updated.

Rented this book for the spring semester, to use in my college Principles of Marketing class. I was surprised when I opened the box, as i was expecting a used book, however, this book came new even with plastic wrap. This and the other books rented were delivered as estimated.

Besides the marketing concepts being thoroughly explained, this book is completely full of advertisements. No, I do not care what cold stone creamery does or Paradigm speakers. There were no good examples, just stupid name dropping. You would figure if these companies are charging \$200 a book they wouldn't need to advertise sponsors in such a pointless way. I want to learn about marketing, not about how "CarMax promises a no-haggle pricing structure". (Chapter 14)

Nice textbook for the devices it worked on, but didn't work on the Windows Store Kindle app on Windows 8, very disappointing. I was still able to use it on the Kindle desktop app, but this was very buggy on 8, and kept crashing on me. Made me wish I had just bought the web only version direct from the publisher. Hopefully my future textbooks won't have this problem. Make sure to not assume PC compatibility means it will work on Windows 8 like I did.

Interesting injections of real life businesses and how they deal with their marketing needs. Along with fake scenarios for students to work on. Easy to understand.

This one was also a little banged up for a rental but I guess you get what you pay for because it was under \$10.00 for this huge textbook.

The book was ok. The rental option was freakin awesome. I will be using this service again. Very happy. Saved me hundreds of dollars.

awesome shape!

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