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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.

## Amazon.com: Marketing (9780078029004): Grewal, Dhruv, Levy

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Grewal and Levy's *M: Marketing, Sixth Edition*, is available through McGraw-Hill Connect®, a highly reliable, easy-to-use homework and learning management solution that embeds learning science and award-winning adaptive tools to improve student results. Now featuring affordable purchase options, including the low priced McGraw Hill eBook.

## M: Marketing

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M: Marketing is the most concise, impactful approach to Principles of Marketing on the market, with tightly integrated topics that explore both marketing fundamentals and new influencers, all in an engaging format that allows for easy classroom and assignment management. A robust suite of instructor resources and regularly updated Grewal/Levy author blog provide a steady stream of current, fresh ideas for the classroom.

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## Grewal Levy Marketing News

Marketing 301 (Grewal/levy) Exam 1 (Ch 3) True or False: Social media often limits the exchange of ideas between marketers and customers. information on Groupon used to communicate promotions.

## Marketing 301 (Grewal/levy) Exam 1 (Ch 3) Flashcards | Quizlet

In the book Marketing, Grewal and Levy explain that understanding the nature of the product, brand, branding, packaging, and labeling can help to market products efficiently. Essay Subjects Art & Design

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