



M: Marketing

Dhruv Grewal

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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. In their 5th 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. With monthly updates provided in a newsletter and the dynamic video program the instructor support provided will bring marketing to life in any class setting. 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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