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M: Marketing



Synopsis

NOTE: Access code is not included with this book. Value-Added, Every Time. Grewal's value-based approach emphasizes that even the best products and services will go unsold if marketers cannot communicate their value. *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. Grewal/Levy's *M: Marketing* 5th edition is available through McGraw-Hill Connect, a subscription-based learning service accessible online through personal computer or tablet. A subscription to Connect includes the following:

SmartBook - an adaptive digital version of the course textbook that personalizes the reading experience based on how well students are learning the content. Access to homework assignments, quizzes, syllabus, notes, reminders, and other important files for the course. Auto-graded assignments in Connect Marketing include iSeel! concept animations, video cases, and other application exercises that challenge students to apply concepts and examine how firms analyze, create, deliver, communicate, and capture value. Contact your Learning Technology Representative for a complete list of assignments by chapter and learning outcome. Progress dashboards that quickly show students how they are performing on assignments, with tips for improvement. The option to purchase (for a small fee) a print version of the book. This binder-ready, loose-leaf version includes free shipping. Complete system requirements to use Connect can be found [here](#).

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Customer Reviews

Dhruv Grewal, PhD (Virginia Tech), is the Toyota Chair in Commerce and Electronic Business and a professor of marketing at Babson College. His research and teaching interests focus on marketing foundations, marketing research, retailing, pricing, and value-based strategies. He was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award by Fordham University. He is a "Distinguished Fellow" of the Academy of Marketing Science. He has also coauthored *Marketing Research* (2004, 2007). Professor Grewal has published over 70 articles in journals such as *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, and *Journal of the Academy of Marketing Science*. He currently serves on numerous editorial review boards, including *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Interactive Marketing*, and *Journal of Public Policy & Marketing*. He served as co-editor of *Journal of Retailing* from 2001–2007. Professor Grewal has won many awards for his teaching including, 2005 Sherwin-Williams Distinguished Teaching Award, SMA; 2003 AMA Award for Innovative Excellence in Marketing Education; 1999 AMS Great Teachers in Marketing Award; Executive MBA Teaching Excellence Award (1998); School of Business Teaching Excellence Awards (1993, 1999); and Virginia Tech Certificate of Recognition for Outstanding Teaching (1989). He co-chaired: 1993 AMS Conference, 1998 Winter AMA Conference, a 1998 Marketing Science Institute Conference, 2001 AMA doctoral consortium, and 2006 Summer AMA Conference. Professor Grewal has taught executive seminars and courses and/or worked on research projects with numerous firms, such as IRI, TJX, Radio Shack, Monsanto, McKinsey, Motorola, and numerous law firms. He has taught seminars in the U.S., Europe, and Asia.

Michael Levy, PhD, is the Charles Clarke Reynolds Professor of Marketing and Director of the Retail Supply Chain Institute at Babson College. He received his PhD in business administration from The Ohio State University and his undergraduate and MS degrees in business administration from the University of Colorado at Boulder. He taught at Southern Methodist University before joining the faculty as professor and chair of the marketing department at the University of Miami. Professor Levy has developed a strong stream of research in retailing, business logistics, financial retailing strategy, pricing, and sales management. He has published over 50 articles in leading marketing and logistics journals, including the *Journal of Retailing*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of Marketing Research*. He currently serves on the editorial review board of the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *International Journal of Logistics Management*, *International Journal of Logistics and Materials Management*, *ECR Journal*, and *European Business Review*. He is coauthor of *Retailing*

Management, 6e (2007), the best-selling college-level retailing text in the world. Professor Levy was co-editor of Journal of Retailing from 2001–2007. Professor Levy has worked in retailing and related disciplines throughout his professional life. Prior to his academic career, he worked for several retailers and a housewares distributor in Colorado. He has performed research projects with many retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn's, Neiman Marcus, ProfitLogic (Oracle), Zale Corporation, and numerous law firms. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.

Crappy textbook. It tries to be all about social media in practically every section of the book, with all these colorful graphics like it's a children's magazine in terms of layout. But when you get to the content, they try to make it sound unnecessarily scientific, instead of providing simple descriptions of the basics of marketing - product, place, price and promotion. My daughter hated this text, and I can't blame her. It's all over the place.

Rented for my intro to marketing. Great read and learned a lot.

This was an excellent book . I needed it for my marketing principle class . It was current and fun. It read more like a magazine . It was insanely helpful for all of my tests and quizzes and papers . I actually enjoyed this book which is super weird to admit lol

Great detailed textbook for Marketing course. Very extensive, will serve you well.

Recommended

Really fast shipping. Great

Highly needed.

No access code! Will have to return. Said it came with it.

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