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# Marketing

Dhruv Grewal



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Grewal/Levy Marketing was designed for today $\tilde{A}$ ¢ $\hat{a}$ , $\neg \hat{a}$ ,,¢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 for 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 influencers, 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.

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