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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.

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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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