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

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