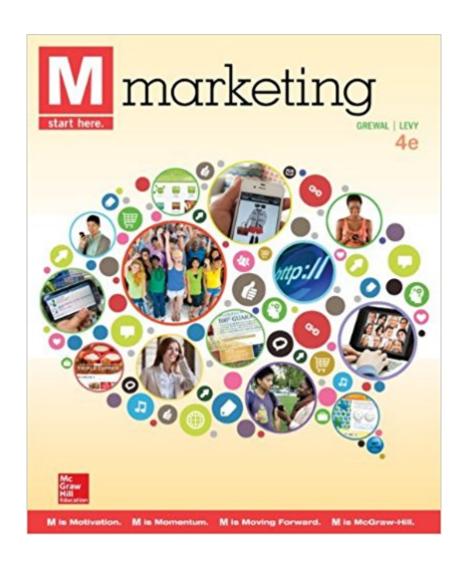
The book was found

M: Marketing Fourth Edition





Synopsis

Note: This book is standalone book and doesn't include access code. 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. 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.

Book Information

Series: 978-0077861025

Paperback: 512 pages

Publisher: McGraw-Hill Education; 4 edition (February 20, 2014)

Language: English

ISBN-10: 0077861027

ISBN-13: 978-0077861025

Product Dimensions: 8.9 x 0.6 x 10.8 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â See all reviews (45 customer reviews)

Best Sellers Rank: #5,079 in Books (See Top 100 in Books) #3 in Books > Textbooks > Business

& Finance > Marketing #44 in Books > Business & Money > Marketing & Sales > Marketing

#1526 in Books > Reference

Customer Reviews

The book arrived brand new and arrived fine, however I did not receive a "code" card so that I can access online homework assignments and quizzes. I now have to pay \$50 to access this from the book company.

Overall, the book was in very good condition. One word of caution. If you have a class that requires you access the lessons on-line, you will need a code. The used copy does not have it, only the new one. Otherwise, it costs around \$90 to access the on-line materials if you do not have the code.

As far as textbooks go, this one is one of the easier ones I have had to read. There are many

pictures, models, and real-world examples interspersed throughout (which you do or do not have to read), and the book becomes relatively interactive. As far as the subject matter goes, it is definitely all general, but it is coherent. Obviously buy this is you have to for a class.

For a textbook, this is a pretty entertaining read. Lots of real world examples (many very current) to keep the reading from getting too dry. My class didn't require using the online materials, so I can't comment on those.

Awesome source of information. Even though is a rental, I received a completely new book. Will rent books again and will recommend it if you need a book for college without breaking your pocket

Marketing, for many can be boring, but this textbook has great insight on how marketing really works. Really easy to understand. The book was in great condition and delivered on time!

It turned out it was the wrong edition. My school is using the 3e edition and it really is more than just an extra chapter that is different.

As much as you can love a textbook

Download to continue reading...

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing

Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing: How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business) Make Over Your Marketing, 12 Months of Marketing for Salon and Spa: A guide for how-to make over every aspect of marketing in the salon and spa Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Network Marketing: Master Plan: How to Go From Newbie to Network Marketing Rock Star in Less Than a Year (Multilevel Marketing, MLM) 26 Instant Marketing Ideas to Build Your Network Marketing Business: Powerful Marketing Tips & Campaigns to Build Your Business F-A-S-T! Affiliate Marketing: Develop An Online Business Empire from Selling Other Peoples Products (Affiliate Marketing 101, Affiliate Marketing Empire) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & Linkedin (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) M: Marketing Fourth Edition

Dmca