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Dhruv Grewal, Ph.D. 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 direct marketing/e-business, retailing, global marketing, pricing and value-based marketing strategies.

BOOKS Dr. Dhruv Grewal

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Grewal and Levy's Marketing 6th edition shows today's social, mobile and digital college student population how marketing adds value and how firms rely on value for establishing long lasting relationships with their customers.. Underscoring that even the best services and products will go unsold if marketers cannot communicate their value, the Marketing 6e PDF eBook explores fundamentals ...

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Dhruv Grewal, Ph.D. Babson College Michael Levy, Ph.D. Babson College I McGraw-Hill I Irwin. SECTION 1 Assessing the Marketplace 1 1 Overview of Marketing 3 What Is Marketing? 4 , - Marketing Is about Satisfying Customer Needs and Wants 5 Marketing Entails an Exchange 6 Marketing Requires Product, Price, Place, and Promotion

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