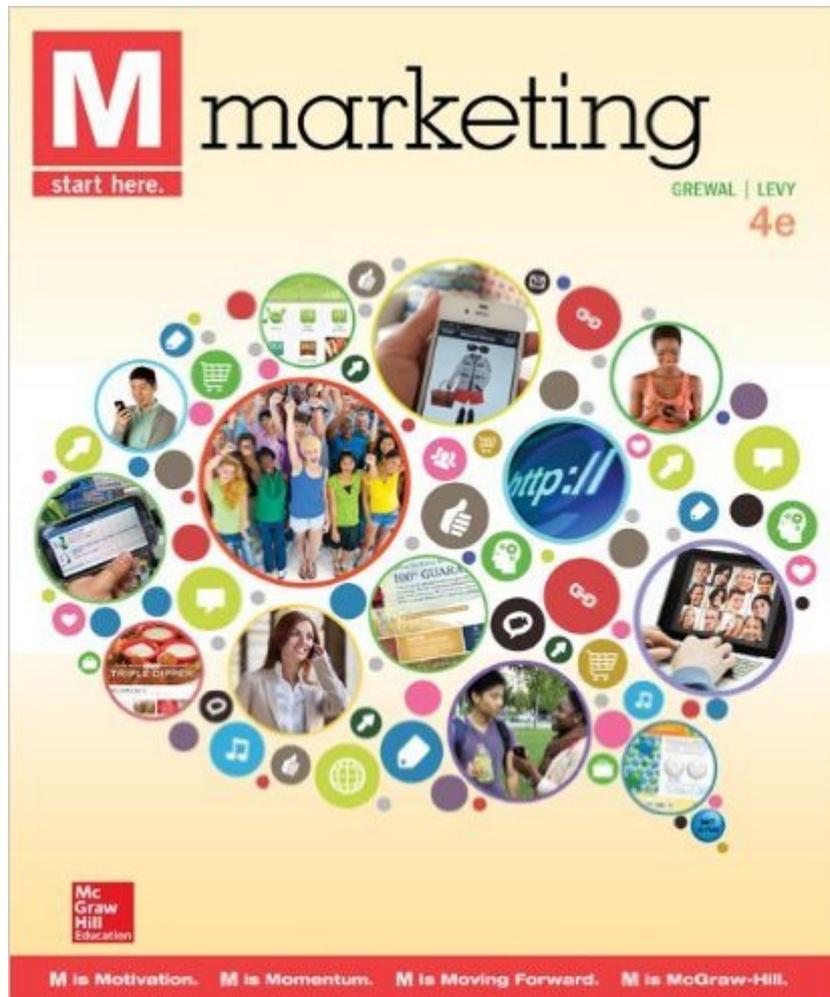


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# M: Marketing Fourth Edition



## 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

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## 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 if 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 it 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

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