

# Marketing, Canadian edition



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出版者:McGraw-Hill Ryerson Higher Education

出版时间:2008

装帧:

isbn:9780070984929

The prevalence and power of the internet has created a marketplace of better informed and savvier customers than ever before. Those who teach the marketers of the future need to account for the consumer's ability to assess the marketplace at their finger tips and discern good value from poor value. Grewal Marketing, Canadian edition is all about the concepts and tools that help marketers create value for customers. Grewal introduces the concept of value in chapter 1 and carries it through the entire text. Throughout the text there are numerous examples that define how companies create value for customers through branding, packaging, pricing, retailing, service, and advertising.

Examples such as - water. Not too long ago, consumers perceived this basic commodity as simply water. It came out of a faucet and was consumed for drinking and washing. Today bottled water is a \$35 billion worldwide industry with US sales in excess of \$6 billion.

#### 作者介绍:

Dhruv Grewal, PhD (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 marketing foundations, marketing research, retailing, pricing, and value-based strategies. He was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award by Fordham University. He is a “Distinguished Fellow” of the Academy of Marketing Science. He has also coauthored *Marketing Research* (2004, 2007). Professor Grewal has published over 70 articles in journals such as *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Retailing*, and *Journal of the Academy of Marketing Science*. He currently serves on numerous editorial review boards, including *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Journal of Interactive Marketing*, and *Journal of Public Policy & Marketing*. He served as co-editor of *Journal of Retailing* from 2001–2007. Professor Grewal has won many awards for his teaching including, 2005 Sherwin-Williams Distinguished Teaching Award, SMA; 2003 AMA Award for Innovative Excellence in Marketing Education; 1999 AMS Great Teachers in Marketing Award; Executive MBA Teaching Excellence Award (1998); School of Business Teaching Excellence Awards (1993, 1999); and Virginia Tech Certificate of Recognition for Outstanding Teaching (1989). He co-chaired: 1993 AMS Conference, 1998 Winter AMA Conference, a 1998 Marketing Science Institute Conference, 2001 AMA doctoral consortium, and 2006 Summer AMA Conference. Professor Grewal has taught executive seminars and courses and/or worked on research projects with numerous firms, such as IRI, TJX, Radio Shack, Monsanto, McKinsey, Motorola, and numerous law firms. He has taught seminars in the U.S., Europe, and Asia.

Michael Levy, PhD, is the Charles Clarke Reynolds Professor of Marketing and Director of the Retail Supply Chain Institute at Babson College. He received his PhD in business administration from The Ohio State University and his undergraduate and MS degrees in business administration from the University of Colorado at Boulder. He taught at Southern Methodist University before joining the faculty as professor and chair of the marketing department at the University of Miami. Professor Levy has developed a strong stream of research in retailing, business logistics, financial retailing strategy, pricing, and sales management. He has published over 50 articles in leading marketing and logistics journals, including the *Journal of Retailing*, *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *Journal of Marketing Research*. He currently serves on the editorial review board of the *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *International Journal of Logistics Management*, *International Journal of Logistics and Materials Management*, *ECR Journal*, and *European Business Review*. He is coauthor of *Retailing Management*, 6e (2007), the best-selling college-level retailing text in the world. Professor Levy was co-editor of *Journal of Retailing* from 2001–2007. Professor Levy has worked in retailing and related disciplines throughout his professional life. Prior to his academic career, he worked for several retailers and a housewares distributor in Colorado. He has performed research projects with many retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn's, Neiman Marcus, ProfitLogic (Oracle), Zale Corporation, and numerous law firms. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.

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