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Dhruv Grewal received a Ph.D. from Virginia Tech and is the Toyota Chair in Commerce and Electronic Business and professor

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of marketing at Babson College. His academic interests focus is on marketing foundations and research, retailing, pricing, and value-based strategies. Dr.

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Book Summary: The title of this book is Marketing and it was written by Dhruv Grewal Professor, Michael Levy, Dhruv Grewal. This particular edition is in a Hardcover format. This books publish date is Feb 15, 2017. It was published by McGraw-Hill Education and has a total of 720 pages in the book.

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A marketing plan is composed of an analysis of the current marketing situation, opportunities and threats for the firm,

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marketing objectives and strategy specified in terms of the four Ps, action programs, and appropriate financial statements. A marketing plan represents the output of a three-phase process:

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Grewal, Levy, Mathews, Harrigan, Bucic, Kopanidis Pack ISBN: 9781760424114 (Print book with Connect online access).

Marketing 3e brings marketing fundamentals in line with new marketing realities.. The third edition is designed to show students how organisations can create, deliver and capture value for customers, and how value can be used as a tool to build lasting customer relationships.