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Grewal/Levy was designed for today's changing student population. It has a strong emphasis on experiential learning and focuses on the value that marketers create for the firm. This textbook also provides students with hands-on learning tools through Connect Marketing, and provides professors with updated tools every month through the monthly newsletter. With Connect Plus, students examine how firms analyze, create, deliver, communicate, and capture value by exploring both the fundamentals in marketing and new influencers, such as social media, all in a format that allows for instructor assessment of learning outcomes, and provides students with a tight integration of topics.

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. In their 4th edition of M: Marketing, Grewal and Levy present a concise, impactful, and easy to read approach to Principles of Marketing. The text delivers value to both instructor and student through the engaging style and online assignment and assessment options. With monthly updates provided in a newsletter and the dynamic video program, the instructor support provided will bring marketing to life in any class setting. 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.

Grewal Marketing, Fourth Canadian Edition, focuses on the core concepts and tools that marketers use to create value for customers. Current and engaging Canadian examples integrated throughout the text define how companies and successful entrepreneurs create value for customers through branding, packaging, pricing, retailing, service, and advertising.

"M: Marketing, 8e emphasize how marketing has evolved into its present-day, integral business function of creating value. It also focus on how firms maintain value and rely on value for establishing lasting relationships with their customers"--

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