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