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and tools that
marketers use to
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customers. Current
and engaging
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integrated

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throughout the text
define how
companies and
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entrepreneurs
create value for
customers through
branding,
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and globalization
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discipline.

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Environment .

Multiple Choice
Questions. Which
of the following is
the goal of value-
based marketing?

A.satisfy customers
by offering the best
price in the market

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B. satisfy
employees by
offering the best
benefits

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tools that help

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marketers create value for customers.

Integrated throughout the text, current and engaging Canadian examples define how companies and successful entrepreneurs create value for customers through branding,

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packaging, pricing,
retailing, service,
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Multiple Choice
Questions 1. Wine
industry is a very
competitive
market.

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Levy has published more than 50 articles in leading marketing and logistics journals and is co-author of the sixth edition of

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Marketing. He has performed research projects with major retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn's, Neiman Marcus, ProfitLogic, and Zale Corp.

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achieved by: A.
ensuring an
excellent supply
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and strong
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suppliers.

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MULTIPLE CHOICE.
Choose the one
alternative that
best completes the
statement or
answers the

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question. 1)

Customer
excellence focuses
on: A) maintaining
efficient operations
and an excellent
supply...

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performance, and
to provide you with
relevant
advertising.

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entrepreneurs
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Adding Value to
your Marketing
Course - Marketers
understand that
even the best
products and
services will go
unsold if they

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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

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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

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easier for students
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for instructors to
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supplements.

Grewal a fresh
approach to
marketing with the
emphasis on value
creation. The
prevalence and

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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

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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

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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,

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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

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\$35 billion
worldwide industry
with US sales in
excess of \$6 billion.

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emphasize how
marketing has
evolved into its
present-day,
integral business
function of creating

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value. It also focus
on how firms
maintain value and
rely on value for
establishing lasting
relationships with
their customers"--

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concepts in
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