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A marketing strategy identifies (1) a firm's target market(s), (2) a related marketing mix—their four Ps—and (3) the bases upon which the firm plans to build a sustainable competitive advantage.

Chapter 2 Developing Marketing Strategies and a Marketing Plan

In their 3rd 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.

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M: MARKETING is the newest Principles of Marketing textbook on the market, and was created with students and professors needs in mind. The content is the same as in the hard bound Grewal/Levy 1/e, except that a few of the chapters are combined. Students receive a cost-effective, easy to read text complete with study resources (both print and online) to help them review for tests and apply chapter concepts. Professors receive a text that contains all the pertinent information we know they cover in Principles of Marketing - yet in a more condensed format that is easier for students to cover. It also contains gradable online assignments for instructors to assign. MARKETING also includes comprehensive teaching support and online supplements.

"M: Marketing. Be 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"--

Value-Added, Every Time. Grewal's value-based approach emphasizes that even the best products and services will go unsold if marketers cannot communicate their value. M: Marketing is the most concise, impactful approach to Principles of Marketing on the market, with tightly integrated topics that explore both marketing fundamentals and new influencers, all in an engaging format that allows for easy classroom and assignment management. A robust suite of instructor resources and regularly updated Grewal/Levy author blog provide a steady stream of current, fresh ideas for the classroom. Grewal/Levy's M: Marketing 6th edition is available through McGraw-Hill Connect®, a subscription-based learning service accessible online through personal computer or tablet.

The Journal of School Public Relations is a quarterly publication providing research, analysis, case studies and descriptions of best practices in six critical areas of school administration: public relations, school and community relations, community education, communication, conflict management/resolution, and human resources management. Practitioners, policymakers, consultants and professors rely on the Journal for cutting-edge ideas and current knowledge. Articles are a blend of research and practice addressing contemporary issues ranging from passing bond referenda to building support for school programs to integrating modern information.

With crisp and insightful contributions from 47 of the world's leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology. Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

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.

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.

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