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Dr. Dhruv Grewal Dhruv Grewal (Ph.D. Virginia Tech) is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on direct marketing/e-business, retailing, global marketing, pricing and value-based marketing strategies. See Full Bio | Download CV

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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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