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Dhruv Grewal and Michael Levy Marketing [https://www.mheducation.com/cover-images/jpeg\\_400-high/1260087719.jpeg](https://www.mheducation.com/cover-images/jpeg_400-high/1260087719.jpeg) 7 January 16, 2019 9781260087710 Grewal/Levy Marketing 7e was designed to show today ' s social and digital student how marketing adds value and how firms maintain and rely on value for establishing lasting relationships with customers.

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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.

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