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grewal levy marketing fourth edition. Terms in this set (72) b2c. business to consumer. b2b. business to business. c2c. consumer to consumer. customer relationship management. a business philosophy and set of strategies, programs, and systems that focus on identifying and building loyalty among the firm's most valued customers.

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Ch. 4 Analyzing the Marketing Environment

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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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