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US authors Dhruv Grewal and Michael Levy have published numerous articles in several leading journals including the Journal of Marketing, and have both been recognized with teaching excellence awards. Canadian author Shirley Lichti brings award winning teaching and business experience to the Grewal Marketing Fourth Canadian edition.

## **McGraw Hill Canada | Marketing**

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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