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Levy has published more than 50 articles in leading marketing and logistics journals and is co-author of the sixth edition of Marketing. He has performed research projects with major retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn's, Neiman Marcus, ProfitLogic, and Zale Corp.

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grewal levy marketing fourth edition. Terms in this set (72) b2c. business to consumer. b2b. business to business.

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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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