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## Grewal Levy Marketing News

Marketing 301 (Grewal/levy) Exam 1 (Ch 3) True or False: Social media often limits the exchange of ideas between marketers and customers. information on Groupon used to communicate promotions.

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In the book Marketing, Grewal and Levy explain that understanding the nature of the product, brand, branding, packaging, and labeling can help to market products efficiently. Essay Subjects Art & Design

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