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Retailing Management is proud to welcome Dhruv Grewal, Toyota Chair of Commerce and Electronic Business, and Professor of Marketing at Babson College, to the 9th edition author team.

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Dhruv brings years of academic experience and close collaborations with Michael Levy to co-author several retailing articles and co-edit the Journal of Retailing from 2001 to 2007, round out this powerful author team.

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Retailing Management (□□)

He is coauthor of Retailing Management, 9e (2015), which is the best-selling retailing text in the world; Marketing, fifth edition (2016) and M-Marketing, fourth edition (2015), all with McGraw-

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Hill Education. Professor Levy was co-editor of Journal of Retailing from 2001 to 2007. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.

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