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BOOKS Dr. Dhruv Grewal

Dhruv Grewal, Ph.D. Virginia, Tech is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on direct marketing/e-business, retailing, global marketing, pricing and value-based marketing strategies.

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channel. The manufacturer sells
directly to the buyer. distribution
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to company stores or customers;
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