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