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### **Retailing Management Michael Levy**

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-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.

### **Michael Levy | Retailing Management**

Dr. 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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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. 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 by Michael Levy - Goodreads**

Michael Levy, PhD, is the Charles Clarke Reynolds Professor of Marketing and Director of the Retail Supply Chain Institute at Babson College. He received his PhD in business administration from The Ohio State University and his undergraduate and MS degrees in business administration from the University of Colorado at Boulder.

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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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