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Foundations of Marketing David Jobber, John Fahy No preview available - 2009. About the author (2009) David Jobber is Professor of Marketing at the University of Bradford, School of Management. His research interests include the use of mail surveys in marketing research, selling and sales management. In 2008 he received the Academy of Marketing ...

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There are a number of derivations, but the 4Cs model I like to use (Clarity, Credibility, Consistency, Competitiveness) is often used in marketing communications (it was created by David Jobber and John Fahy in their 2009 book 'Foundations of Marketing').

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