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the 4cs clarity credibility consistency competitiveness is most often used in marketing communications and was created by david jobber and john fahy in their book foundations of marketing 2009 once a business has segmented its marketing and identified the target audience the next stage is to position the business

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this was put forward by jobber and fahy in 2009 and is a combination of four factors clarity credibility consistency and competitiveness the other model relates to the marketing mix and was proposed by lauterborn in 1990 the lauterborn model is what we are focusing on for entrepreneurs in this article

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