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He is a founder member of the MC21 group which has conducted research on marketing resources and performance across 15 countries. Other current research interests include evolutionary perspectives on marketing and strategic decision making. David Jobber is Professor of Marketing at the University of Bradford, School of Management.

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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's Life Achievement award for distinguished and extraordinary services to marketing.

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