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| Student's Name: | Paula Arbouw |
| Student's UC ID number | 63071336 |
| Degree | Doctor of Philosophy in Marketing |
| Thesis Title: | Corporate Brand Coherency: Examining the Effects of the Advertising Congruence Antecedent on Consumer Attitudes. |
| Department/School: | Department of Management, Marketing and Entrepreneurship |
| Senior Supervisor | Paul Ballantine |
| Date: | 24-03-2014 |

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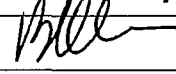
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| Student | Paula Arbouw | Date: 24-03-2014 |
| Senior Supervisor | Associate Professor Paul Ballantine | Date: 24 March 2014 |

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