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Student's Name:	Rachael Worsley
Student's UC ID number	54127990
Degree	MCom
Thesis Title:	The Effect of Goal Orientation, Model Idealisation and Message Framing on the Effectiveness of Cosmetics Advertising
Department/School:	Management, Marketing and Entrepreneurship
Senior Supervisor	Associate Professor Paul Ballantine
Date:	25 February 2015

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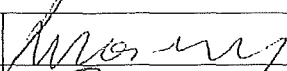

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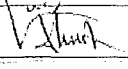
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