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Social Interactions for Economic Value? A Marketing Perspective

ACADEMISCH PROEFSCHRIFT

ter verkrijging van de graad van doctor
aan de Universiteit van Amsterdam
op gezag van de Rector Magnificus
prof. dr. D.C. van den Boom
ten overstaan van een door het college voor promoties
ingestelde commissie,
in het openbaar te verdedigen in de Agnietenkapel
op woensdag 14 december 2011, te 14:00 uur

door

Marlene Vock

geboren te Mistelbach, Oostenrijk

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