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For the love of

experience

Changing the Experience Economy discourse

FOR THE LOVE OF EXPERIENCE
CHANGING THE EXPERIENCE ECONOMY DISCOURSE

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 Aula der Universiteit

op woensdag 7 september 2011, te 13:00 uur

door

Johanna Maria Christina Snel

geboren te Nijmegen

Promotiecommissie

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Faculteit Economie en Bedrijfskunde

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