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**ESSAYS ON OPTIMAL
EXPERIMENTATION**

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ESSAYS ON OPTIMAL EXPERIMENTATION

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aan de Universiteit van Amsterdam
op gezag van de Rector Magnificus
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ten overstaan van een door het college van promoties
ingestelde commissie,
in het openbaar te verdedigen in de Aula der Universiteit
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geboren te Deurne

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Faculteit Economie en Bedrijfskunde

*Aan mijn beide grootmoeders, die zelf helaas nooit de kans hebben gehad om te studeren,
maar mij enorm gestimuleerd hebben dat wel te doen.*