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“THIS PROGRAM CONTAINS PRODUCT PLACEMENT”

**EFFECTS OF SPONSORSHIP DISCLOSURE
ON TELEVISION VIEWERS' RESPONSES**

Sophie Carolien Boerman

**“This program contains product placement”
Effects of sponsorship disclosure on television viewers’ responses**

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“THIS PROGRAM CONTAINS PRODUCT PLACEMENT”

EFFECTS OF SPONSORSHIP DISCLOSURE ON TELEVISION VIEWERS' RESPONSES

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 donderdag 24 april 2014, te 14:00

door

Sophie Carolien Boerman
geboren te Curaçao

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