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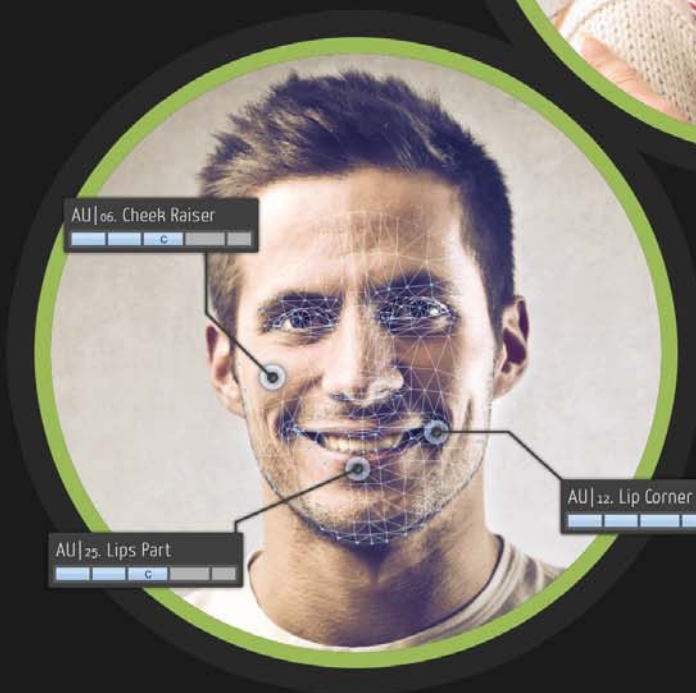
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The role of facial expression in resisting enjoyable advertisements

Peter Lewiński



**The Role of Facial
Expression in Resisting
Enjoyable Advertisements**

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THE ROLE OF FACIAL EXPRESSION IN RESISTING
ENJOYABLE ADVERTISEMENTS

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 24 juni 2015, te 14:00 uur

door Peter Lewiński

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