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Zeph M. C. van Berlo

PLAYFUL PERSUASION

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Playful Persuasion

Advergames as Gamified Advertising

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ter verkrijging van de graad van doctor

aan de Universiteit van Amsterdam

op gezag van de Rector Magnificus

prof. dr. ir. K.I.J. Maex

ten overstaan van een door het College voor Promoties ingestelde commissie,

in het openbaar te verdedigen

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geboren te Veghel

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