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VRIJE UNIVERSITEIT

THE ROLE OF OWNED SOCIAL MEDIA IN BRAND STRATEGY

ACADEMISCH PROEFSCHRIFT

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aan de Vrije Universiteit Amsterdam,
op gezag van de rector magnificus
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in het openbaar te verdedigen
ten overstaan van de promotiecommissie
van de School of Business and Economics
op woensdag 18 september 2024 om 11.45 uur
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