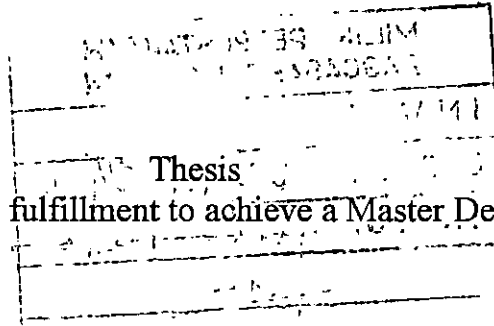




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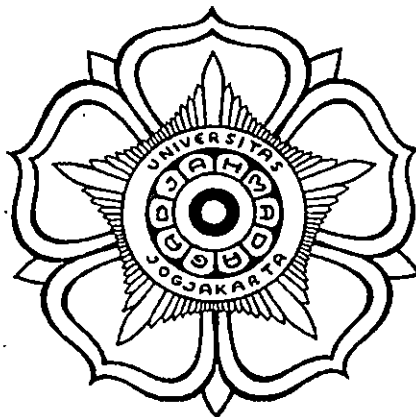
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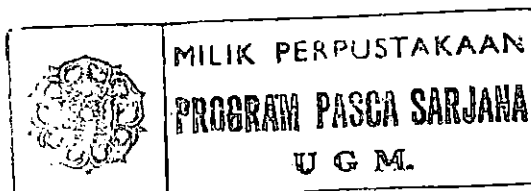
Thesis  
As a partial fulfillment to achieve a Master Degree

Study Program in Master of Management (Magister Manajemen)  
Department of Social Sciences



Submitted by  
**Dian Nur Wijayanti**  
8108/PS/MM/01

to  
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GADJAH MADA UNIVERSITY  
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Master of Management Study Program  
Gadjah Mada University

## AUTHORIZATION

### THE RELATIONSHIP BETWEEN ADVERTISING AND THE CREATION OF BRAND EQUITY

prepared and compiled by  
**Dian Nur Wijayanti**  
8108/PS/MM/01  
has been defended before the Board of Examiners  
on June 23, 2003  
and has been declared to fulfill all requirements

Yogyakarta, June 23, 2003

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