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## Declaration of Result

It is hereby declared that the thesis entitled,

**“ANALYTICAL STUDY OF IMPACT OF CELEBRITY ENDORSEMENTS  
ON PURCHASE OF CONSUMER DURABLES IN PUNE CITY”**

submitted by, Smt. Meenal Prabhakar Dhotre in Business Management under the Faculty of Commerce is accepted by the University authorities for the award of the Degree of Doctor of Philosophy in Business Management under the Faculty of Commerce on 30/11/2011.

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No. SU/PG/EXAM/Ph.D./85

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