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The effect of post-purchase dissonance on customer equity for the car industry of South Africa

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I, Kirsten O'Brien, declare that this research report is my own work except as indicated in the references and acknowledgements. It is submitted in partial fulfilment of the requirements for the degree of Master of Management in Strategic Marketing at the University of the Witwatersrand, Johannesburg. It has not been submitted before for any degree or examination in this or any other University.

Kirsten O'Brien

Signature.....

Signed at Putney, London on the 30th day of March 2017