

ACKNOWLEDGEMENTS

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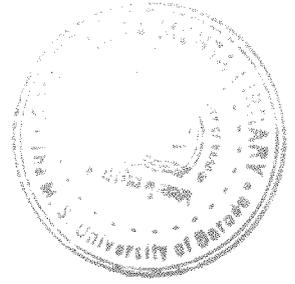
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Selected Celebrity Endorsements in India and its impact on Consumer Segments

*" A sign of a celebrity is that his name is often worth more than his
services.....*

- Daniel J. Boorstin