



**ENHANCING SOCIAL-BASED MARKETING MPLEMENTATION
OF FOOD BUSINESSES IN THAILAND: HOW DOES IT
AFFECT BUSINESS PERFORMANCE?**

WASUTIDA NURITTAMONT

**A dissertation submitted in partial fulfillment of the requirements for
the degree of Doctor of Philosophy in Management
at Mahasarakham University**

May 2010

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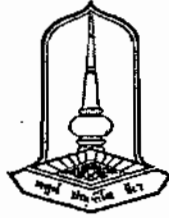
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The examining committee has unanimously approved this dissertation, submitted by Missis Wasutida Nurittamont, as a partial fulfillment of the requirements for the degree of the Doctor of Philosophy in Management at Mahasarakham University.

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