



**BUILDING BRAND EQUITY STRATEGY OF EXPORTING
BUSINESSES IN THAILAND: AN EMPIRICAL
INVESTIGATION OF ITS ANTECEDENTS
AND CONSEQUENCES**

AREERAT SAEKOO

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

October 2010

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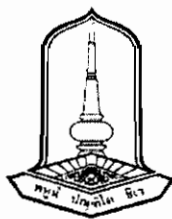
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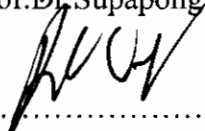


The examining committee has unanimously approved this dissertation, submitted by Miss Areerat Saekoo, as a partial fulfillment of the requirements for the degree of the Doctor of Philosophy in Management at Mahasarakham University.

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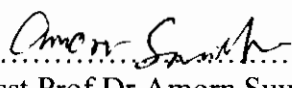
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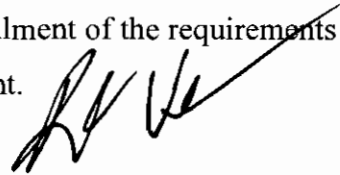

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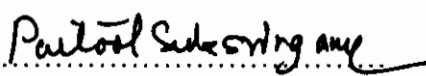

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