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Marketing Dissertation by Johnshaw

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The structure of the dissertation consists of a title page, abstract, table of contents, body and bibliography. The body of dissertation includes several chapters that are arranged in a systematic manner. These chapters comprise of introduction, literature review, research methodology, findings and analysis, and conclusion and recommendations. All these chapters are accepted in a serial as mentioned above. The dissertation committee administers the whole process of dissertation of a student. The chapter of introduction introduces aims and objective of research, literature review includes review of literary articles, research methodology chapter sets the research approach and design, findings and analysis throws light on findings of research, and conclusion and recommendation chapter ends the dissertation with appropriate recommendations.

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