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THIS CERTIFIES THAT

**DR. JYOTI JOSHI**

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

**BRAND PASSION: A REVIEW OF PREVAILING PATTERNS IN PRESENT LITERATURE AND  
ROADMAP FOR FUTURE STUDIES**

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

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Editor in Chief





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**MS. KHUSHBU GUPTA**  
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