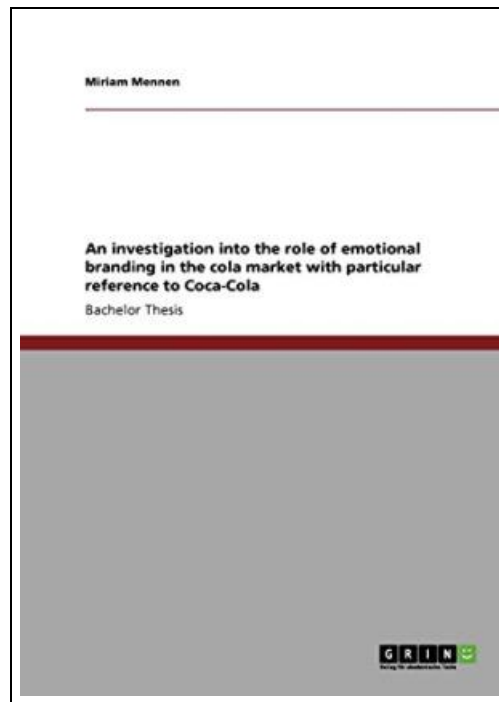


## An investigation into the role of emotional branding in the cola market with particular reference to Coca-Cola



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## AN INVESTIGATION INTO THE ROLE OF EMOTIONAL BRANDING IN THE COLA MARKET WITH PARTICULAR REFERENCE TO COCA-COLA



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