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To whom it may concern:

This is a letter to confirm that Mashhour Baeshen attended and presented a paper at the Academy of Marketing Conference 2017: Freedom Through Marketing: Looking Back, Going Forward, which was held at the University of Hull Business School between Tuesday 4<sup>th</sup> July and Thursday 6<sup>th</sup> July 2017.



All good wishes,  
PP Dianne Dean, Haseeb Shabbir, Stephan Dahl

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