

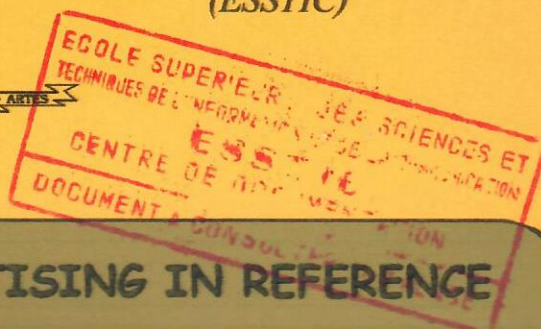
REPUBLIC OF CAMEROON  
Peace – Work – Fatherland

REPUBLIQUE DU CAMEROUN  
Paix – Travail – Patrie

UNIVERSITY OF YAOUNDE II  
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**THE CASE OF MICHAEL POWER:**

**GUINNESS CAMEROUN S.A.**

A Dissertation In Partial Fulfilment of The Requirements For The Award of  
A Bachelor of Arts (BA) Degree in Mass Communication

**SPECIALISATION:** ADVERTISING

**PRESENTED BY:**

**KWE PHILIP MEI**

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Permanent University Lecturer  
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**Yaounde, November 2003**

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