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DECLARATION

I hereby declare that the thesis entitled ‘Customer Satisfaction of Cell phone Services – A study with reference to CRM practices of Service providers in Chennai city’ submitted by me for the Degree of Doctor of Philosophy (Ph.D.) in the Faculty of Business Management / Commerce to the University of Madras is a record of research work done by me and that the thesis has not formed the basis for the award of any degree, diploma, associateship, fellowship titles in this or any other similar institutions of higher learning.

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