HOLIDAY ATTACHMENT: THE CONSTRUCT, MEASURE, AND ITS RELATION WITH CUSTOMER LOYALTY

By

BABU P GEORGE

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Under the Supervision of

A. SREEKUMAR

and Co-supervision of

NANDAKUMAR MEKOTH

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Dr. P. Mohan

6/10/06

A. Sreekumar

6/10/06

V. Mekoth

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"A handful know the truth by the sight of it,
Yet many would not discern even by sighting it!
Few of us do foresee much ahead of all
That nothing we behold is the truth abstract!
Know, amidst various human races itself,
Mind has many directions and dimensions"

Jnanappana (Chalice Of Wisdom)

—Poonthanam Namboodiri (1547-1640)