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**Heather Marie Schulz**

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**The Dissertation Committee for Heather Marie Schulz certifies that  
this is the approved version of the following dissertation:**

**The Prop Metaphor:  
How Consumers and Socially-visible Brands Connect**

**Committee:**

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Patricia Stout, Supervisor

---

Minette Drumwright

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Matthew Eastin

---

Madeline Maxwell

---

Toni Falbo

**The Prop Metaphor:  
How Consumers and Socially-visible Brands Connect**

**by**

**Heather Marie Schulz, B.J., M.S.**

**Dissertation**

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## **Dedication**

To my family:

Steven Allen Schulz

Debora Jean Schulz

Eric Steven Schulz