

## MASTER'S THESIS

### A study on the evaluation and extension of reputation quotients in Hong Kong

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**A Study on the Evaluation and Extension of  
Reputation Quotients in Hong Kong**

**Wun Wing Chi, Floria**

**A Dissertation  
Submitted in Partial Fulfillment of the Requirements  
for the Degree of  
Master of Arts in Communication**

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# **A study on the evaluation and extension of reputation quotients in Hong Kong**

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