FOREWORD

I put my highest praise to Jesus Christ, my Lord for all the blessings He has showered me with, for I am able to finish my Final Project.

My Final Project entitled “THE WATCH CO. PUBLIC RELATIONS STRATEGIES IN CONSTRUCTING ITS CORPORATE BRAND IMAGE” is presented to fulfill the partial academic requirements in obtaining my Sarjana Ilmu Komunikasi Strata Satu at Universitas Pelita Harapan, Karawaci.

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Alas, one is aware of the imperfections that exist within this Final Project. 
Therefore, any comments, critics or suggestions are fully accepted. Hopefully this 
Final Project will be of great use and helpful knowledge for everyone reading.

Karawaci, January 2014

Florencia Widyastrri
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