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Cleide Azevedo Pinto de Abreu

Publications

- **Conferences/Workshops and Talks**

- **Publication in conference proceedings**

1	Marques, S. H. & Abreu, C. (2018). Celebrity in the mirror: the role of celebrity endorser in men's grooming communication. In 25th Recent Advances In Retailing And Services Science. Funchal
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- **Talk**

1	Marques, S. & Abreu, C. (2018). Celebrity in the mirror: the role of celebrity endorser in men's grooming communication. EIRASS-Recent Advances in retailing and consumer services.
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