

# A place called home : the role of identification in the post-dissolution phase of a customer relationship with a place brand

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**Stellingen behorend bij het proefschrift:**

**A Place Called Home**

**The role of identification in the post-dissolution phase of a customer relationship  
with a place brand**

**Katja Sillen**

1. Customers are not 'done' with a brand after the dissolution of a relationship, but instead go through a post-dissolution phase in which they use cognitive processing in order to make sense of the situation and determine how to behave towards the brand in the future - This dissertation, Chapter 3
2. The foundation for positive word-of-mouth after dissolution is built solely during the relationship and is not compromised by the kind of dissolution or its consequences - This dissertation, Chapter 4
3. (Ex-)inhabitants can very well be regarded as an asset to the place branding process, instead of the complicating factor that they have been seen as so far - This dissertation, Chapter 5
4. Identification is a psychological construct that cannot simply be switched on and off - This dissertation, Chapter 6
5. The most powerful and enduring brands are built from the heart. Their foundations are stronger because they are built with the strength of the human spirit – Howard Schultz
6. Marketing isn't magic, there is a science to it – Dan Zarella
7. Just don't give up trying to do what you really want to do. Where there's love and inspiration, I don't think you can go wrong – Ella Jane Fitzgerald
8. Mieng heemet is mie hoes, mien sjtroat, mien vrung, mien dörp, mien sjtad, Et land woë ich geboare bin, dat lik mich aan 't hat. Loat ginne deë van boete kunt, get va ming heëmet zaage. Deë kriet va mich de moel gesjtop, dat kan ich neet verdrage - Wiel Knipa
9. The greatest asset one acquires from doing a PhD is not the gain in theoretical knowledge, it is the development in one's identity that is obtained by the constant rejuvenation of motivation, persistence and viewing angle.
10. Vaan keends aof aon is 't us mètgegeve: Wat e gelök um hei te mage leve - Noël Fabry