FLORIDA STATE UNIVERSITY COLLEGE OF COMMUNICATION & INFORMATION

SELLING ICARUS' WINGS: A POLITICAL ECONOMIC EXPLORATION OF RED BULL'S 'WINGS'

By CHRISTOPHER JAMES GARCIA

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The members of the supervisory committee were:

Jennifer Proffitt

Professor Directing Dissertation

Miranda Waggoner

University Representative

Stephen McDowell

Committee Member

Andy Opel

Committee Member

The Graduate School has verified and approved the above-named committee members, and certifies that the dissertation has been approved in accordance with university requirements.