



Affidavit

ESCP Europe

I, the undersigned, do hereby state that I have not plagiarised the paper enclosed and that I am the only author of all sentences within this text. Any sentence included which was written by another author was placed within quotation marks, with explicit indication of its source. I am aware that by contravening the stated ESCP Europe rules on plagiarism, I break the recognised academic principles and I expose myself to sanctions upon which the disciplinary committee will decide.

I also confirm this work has not previously been submitted during studies prior to ESCP Europe. If this work has been written during studies conducted in parallel to my time at ESCP Europe, I must state it.

I accept full responsibility for the content of this paper.

..... (Signature)

Maxence D'AVERSA..... (Print name)

09 10 2012.....

(Day/month/year)