



Economics and Business Thesis Submission Form

Please fill in the following fields and sign the submission agreement below:

Name (last, first) Hancock, Benjamin

Thesis Title: Creating Loyalty through Online Customer Relationships

Faculty Advisor (last, first) Laux, Judy

Graduation Date: May ~~2009~~ 2010

Submission Agreement

By signing and submitting this form, I (the author and copyright owner) grant to Colorado College the non-exclusive right to reproduce and distribute my thesis/work in print and electronic form. I agree that Colorado College may, without changing the content, convert my thesis/work to any medium or format for the purpose of historical preservation and to make available in open access to a larger community of scholars. All such copies will retain original notices of authorship and copyright.

I understand that as the author of this work, I shall, without limitation, have the right to use, reproduce, distribute, update, create derivatives, and make copies of the work (electronically or in print). U.S. Copyright law protects me against the unauthorized use of this work; the right to use in future works all or part of this work.

I understand that Colorado College shall have the right to non-commercial use which includes the right to reproduce, distribute, and make copies of the work (electronically or in print) in connection with digital repositories, teaching, and scholarly activities conducted at Colorado College.

Author signature: Ben Hancock

Date: 4/28/2010