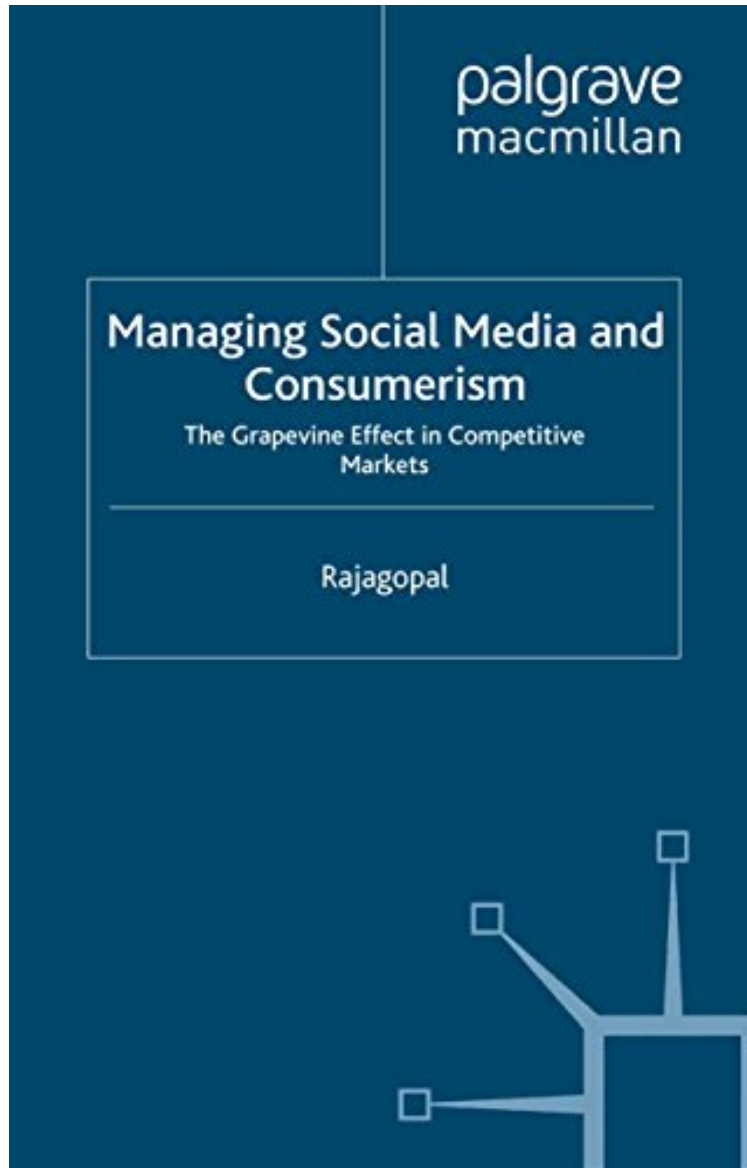


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Managing Social Media and Consumerism: The Grapevine Effect in Competitive Markets

Rajagopal

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