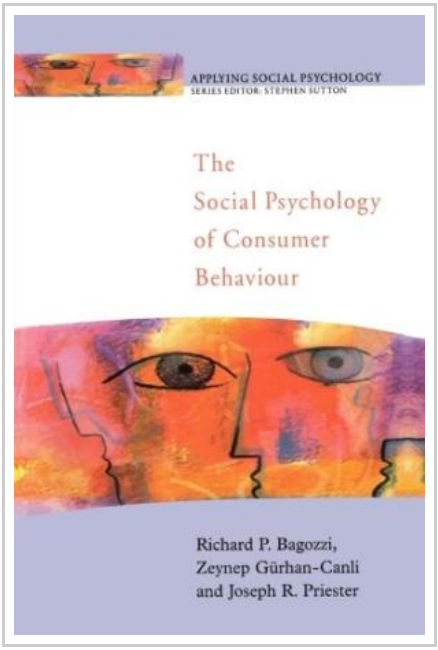


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By Richard P. Bagozzi, Zeynep Gurhan-Canli, Joseph R. Priester, Stephen Sutton

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