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‘Show me the Goods’: Assessing the Effectiveness of Transparent Packaging vs. Product Imagery on Product Evaluation

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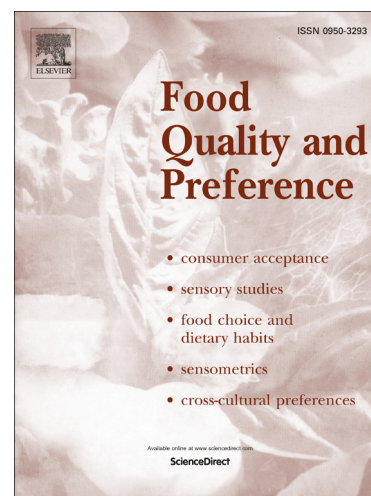
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**‘Show me the Goods’: Assessing the Effectiveness of Transparent
Packaging vs. Product Imagery on Product Evaluation**

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