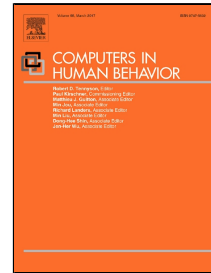


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Self-Endorsing in Digital Advertisements: Using Virtual Selves to Persuade Physical Selves

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