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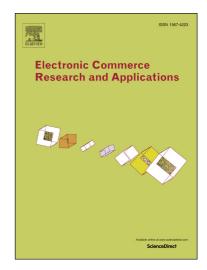
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## **ACCEPTED MANUSCRIPT**

# Consumer free riding: Coordinating sales effort in a dual-channel supply chain

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