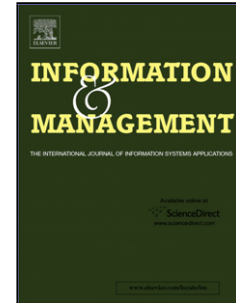


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The state of online impulse-buying research: a literature analysis

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