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The role of gender and product consumption in the mental representation of industrial and craft beers: An exploratory study with mexican consumers

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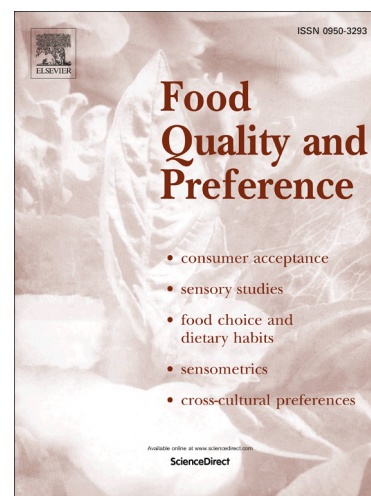
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**THE ROLE OF GENDER AND PRODUCT CONSUMPTION IN THE MENTAL  
REPRESENTATION OF INDUSTRIAL AND CRAFT BEERS: AN  
EXPLORATORY STUDY WITH MEXICAN CONSUMERS**

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