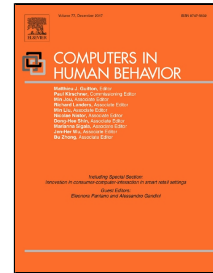


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“Celebrity 2.0 and Beyond!” Effects of Facebook Profile Sources on Social Networking Advertising

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Running head: CELEBRITY 2.0 IN SOCIAL MEDIA MARKETING

“Celebrity 2.0 and Beyond!”

Effects of Facebook Profile Sources on Social Networking Advertising

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