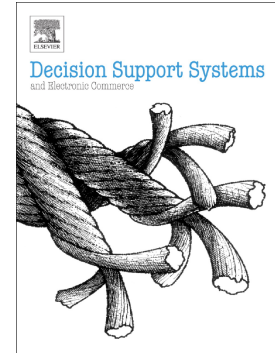


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Digital Strategies for Two-sided Markets: A Case study of Shopping Malls

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