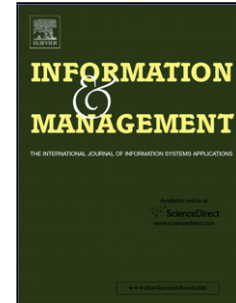


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Can consumers be persuaded on brand microblogs? An empirical study

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