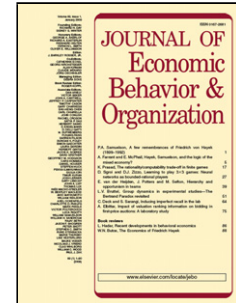


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**Choice Experiments are Not Conducted in a Vacuum: The Effects of External Price
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