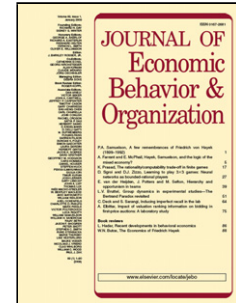


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“Paying tax is part of life”: Social norms and social influence in tax communications

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