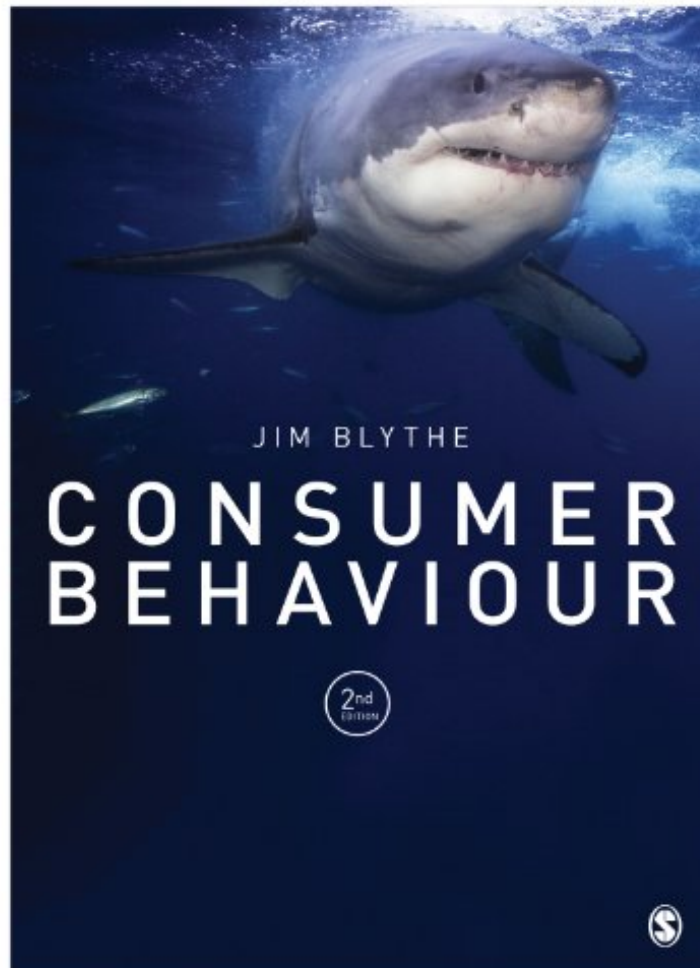


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## Consumer Behaviour: SAGE Publications

*Jim Blythe*

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