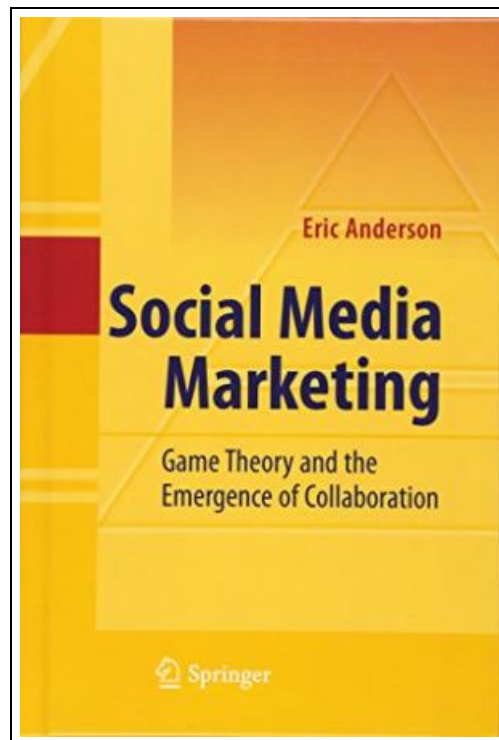


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SOCIAL MEDIA MARKETING : GAME THEORY AND THE EMERGENCE OF COLLABORATION



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