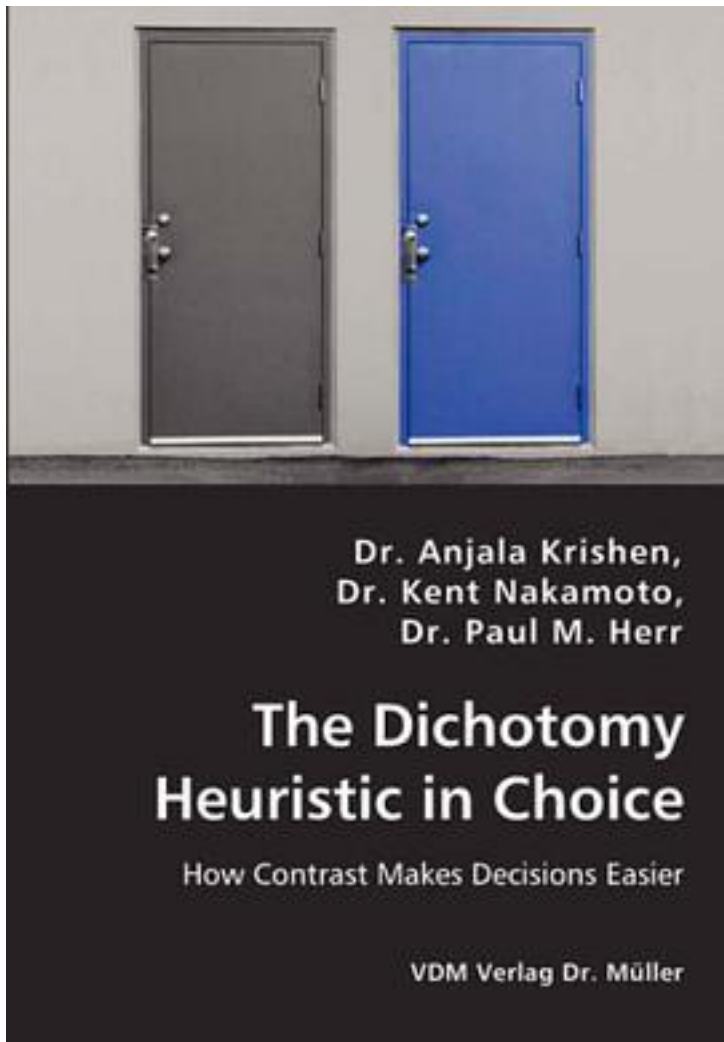


The Dichotomy Heuristic in Choice - How Contrast Makes Decisions Easier



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