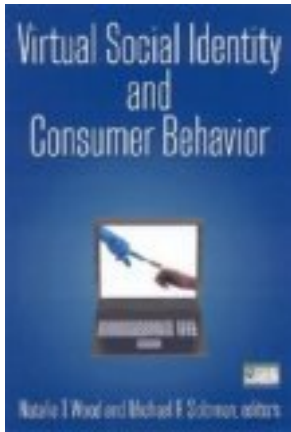


Virtual Social Identity and Consumer Behavior



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著者:Wood, Natalie T. (EDT)/ Solomon, Michael R. (EDT)

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作者介绍:

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