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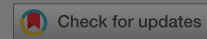
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Is this for me? How Consumers Respond to Personalized Advertising on Social Network Sites

Freya De Keyzer, Nathalie Dens & Patrick De Pelsmacker

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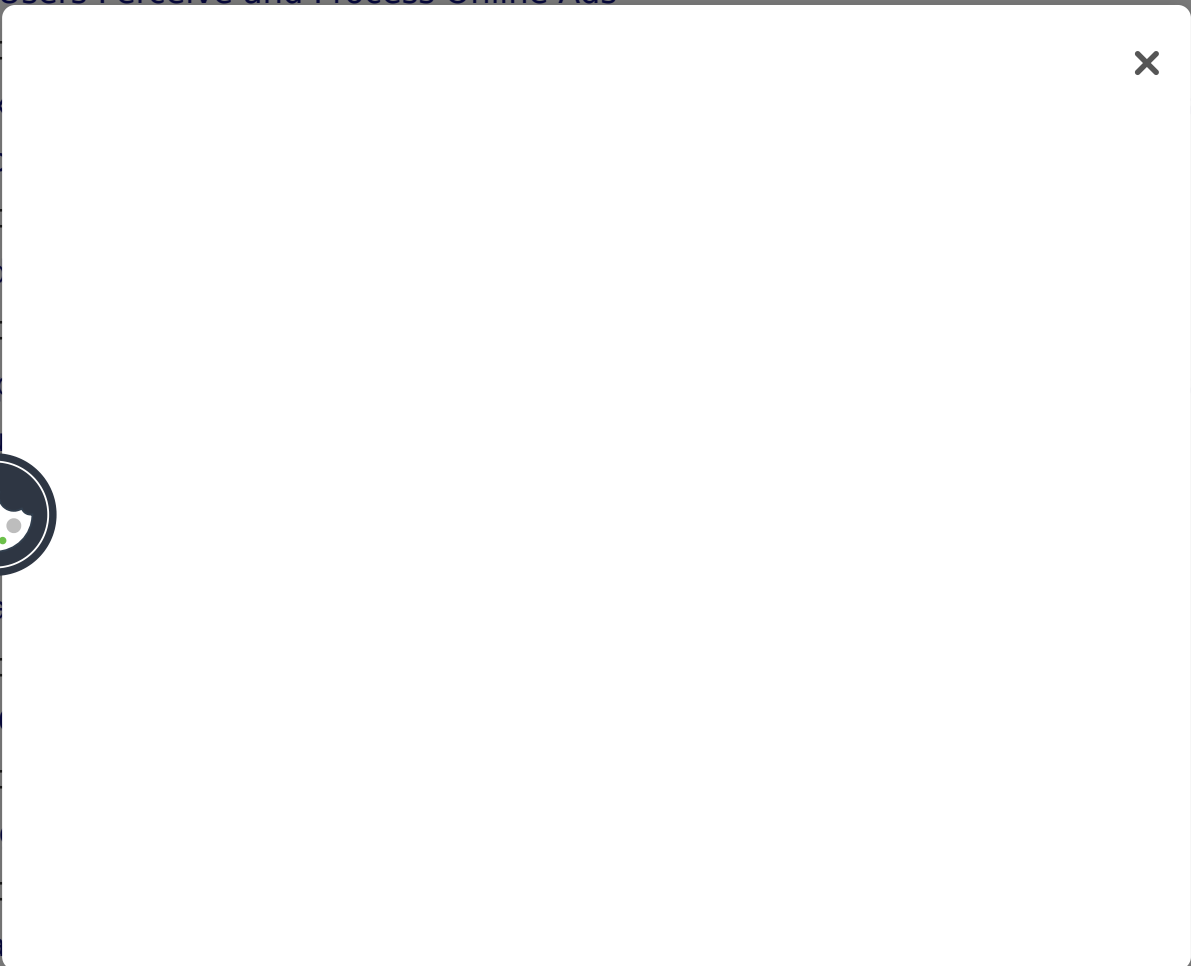
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