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## Using Wave Theory to Maximize Retail **Investor Media Communications**

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## **Abstract**

When corporations increase media coverage during a retail investor stock market wave,

there is a significant increase in the nower of the wave. The study tests the

perform

Kaplan-N

and illus

goals.

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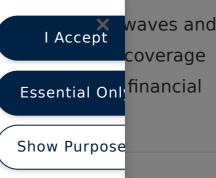
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