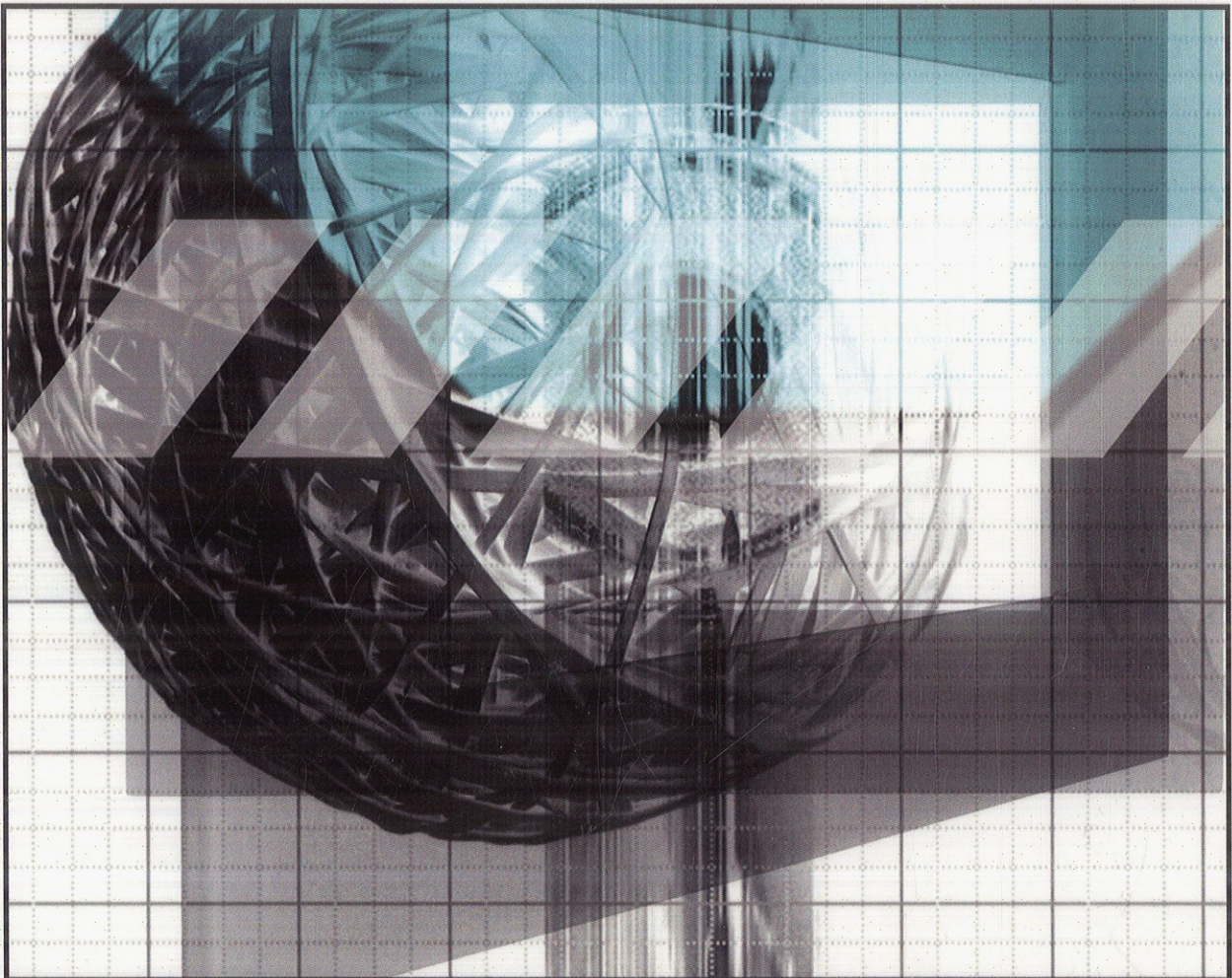


HANDBOOK OF RESEARCH ON

DIGITAL MEDIA AND ADVERTISING

User Generated Content Consumption



Matthew S. Eastin, Terry Daugherty & Neal M. Burns

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