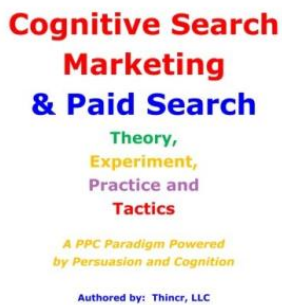


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# COGNITIVE SEARCH MARKETING PAID SEARCH: THEORY, EXPERIMENT, PRACTICE AND TACTICS: A PPC PARADIGM POWERED BY PERSUASION AND COGNITION



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