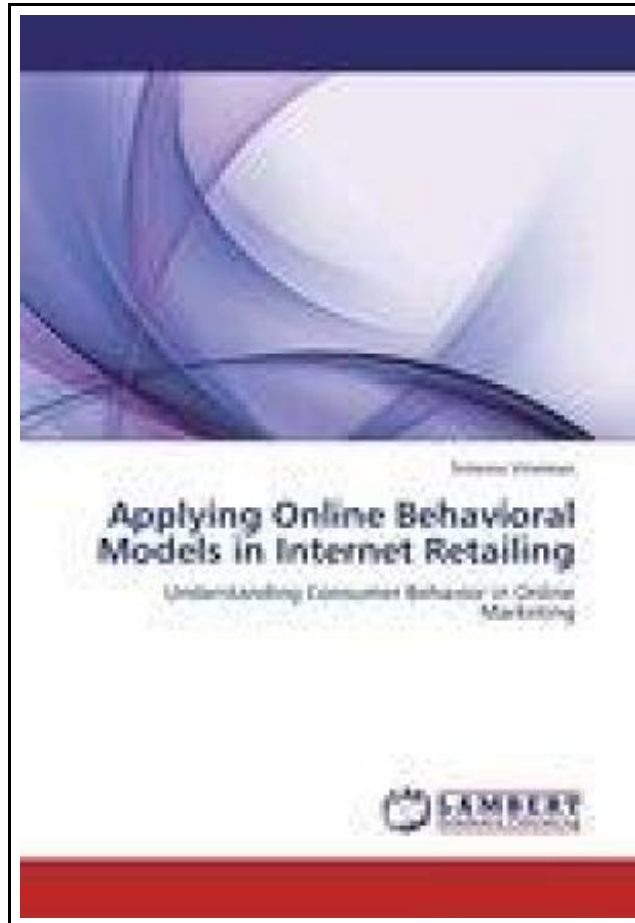


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APPLYING ONLINE BEHAVIORAL MODELS IN INTERNET RETAILING



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