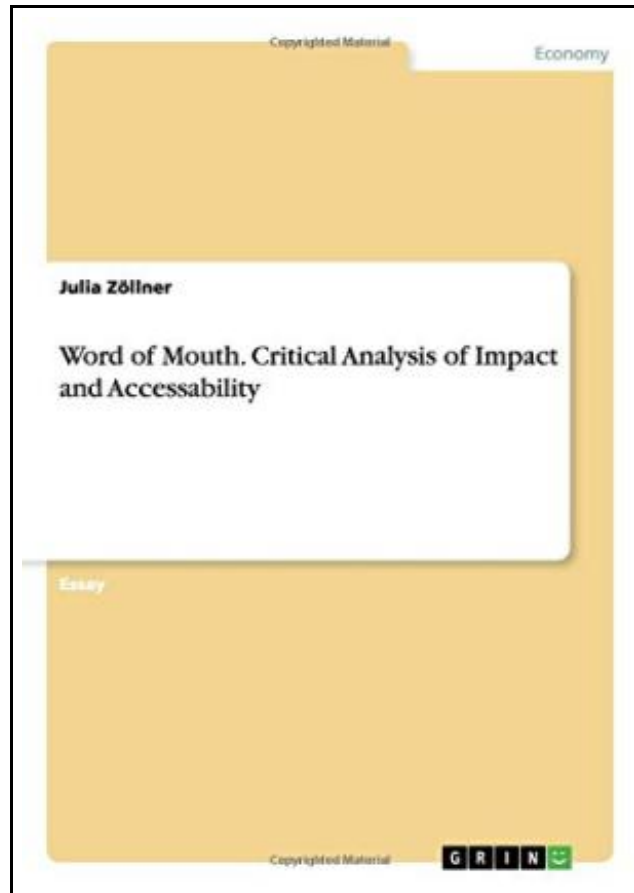


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WORD OF MOUTH. CRITICAL ANALYSIS OF IMPACT AND ACCESSABILITY



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