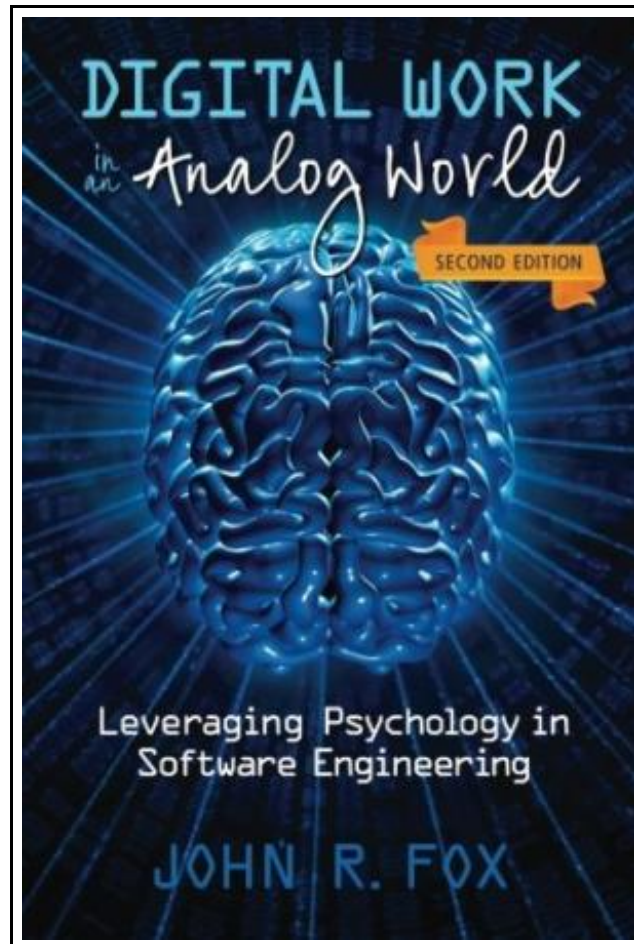


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DIGITAL WORK IN AN ANALOG WORLD: LEVERAGING PSYCHOLOGY IN SOFTWARE ENGINEERING

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