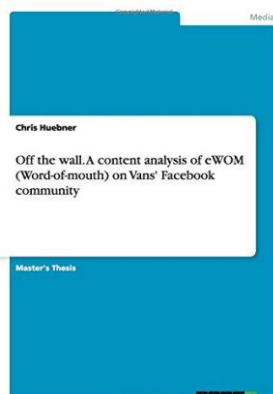


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# OFF THE WALL. A CONTENT ANALYSIS OF EWOM (WORD-OF-MOUTH) ON VANS' FACEBOOK COMMUNITY



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- Authored by Chris Huebner
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