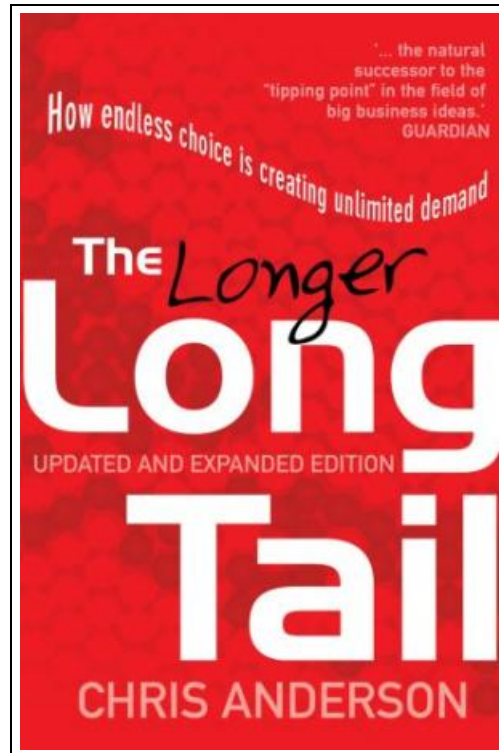


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## THE LONG TAIL: HOW ENDLESS CHOICE IS CREATING UNLIMITED DEMAND

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