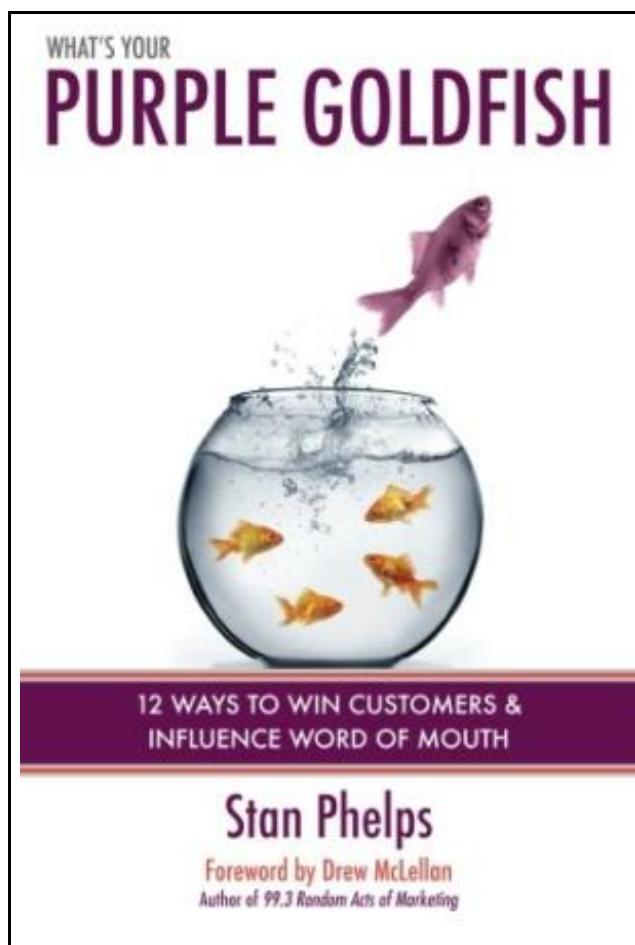


## Whats Your Purple Goldfish?: How to Win Customers and Influence Word of Mouth



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