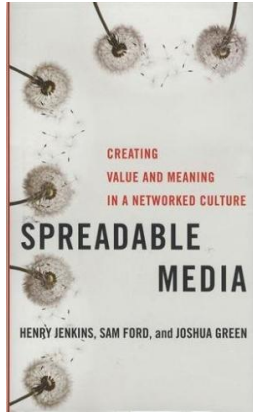


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SPREADABLE MEDIA: CREATING VALUE AND MEANING IN A NETWORKED CULTURE



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