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Beyond the First Visit - The Power of Positive Rumor

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Today we are bombarded with information; our world is filled with advertisements, billboards, TV ads, radio spots, informational flyers, and newspapers all trying to sell us something or persuade us that a product is worthy of our dollar.Ã,Â Ã,Â However, even in this age of mass media and seemingly limitless information people still tend to trust [...]

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