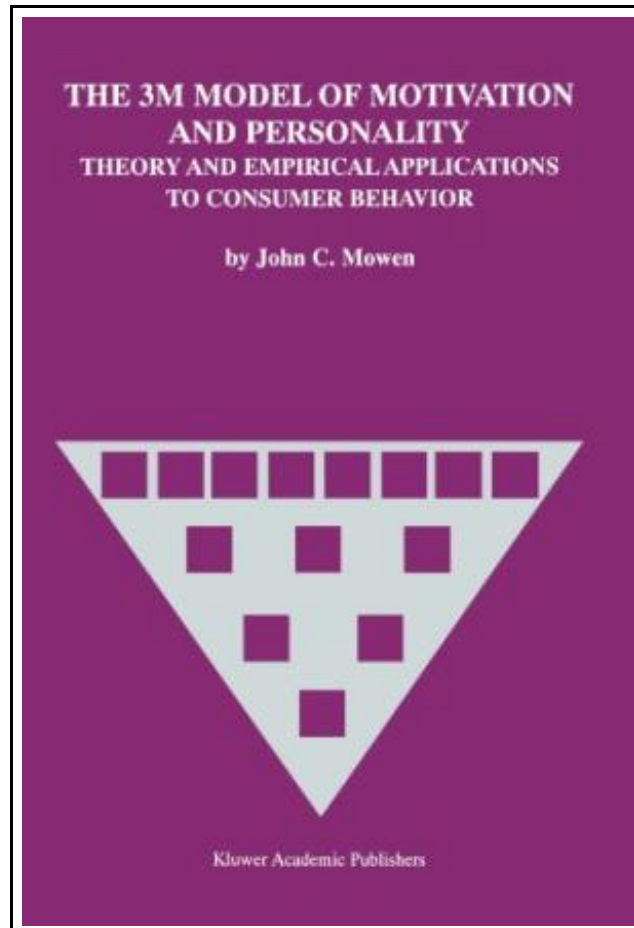


The 3M Model of Motivation and Personality:: Theory and Empirical Applications to Consumer Behavior



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