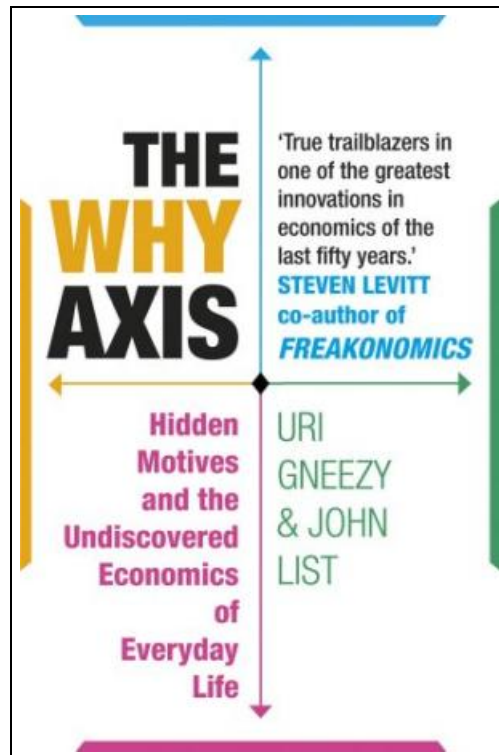


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THE WHY AXIS: HIDDEN MOTIVES AND THE UNDISCOVERED ECONOMICS OF EVERYDAY LIFE



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