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## Virtual Social Identity and Consumer Behavior

Edited by

**Natalie T. Wood** and **Michael R. Solomon**,

both, St. Joseph's University

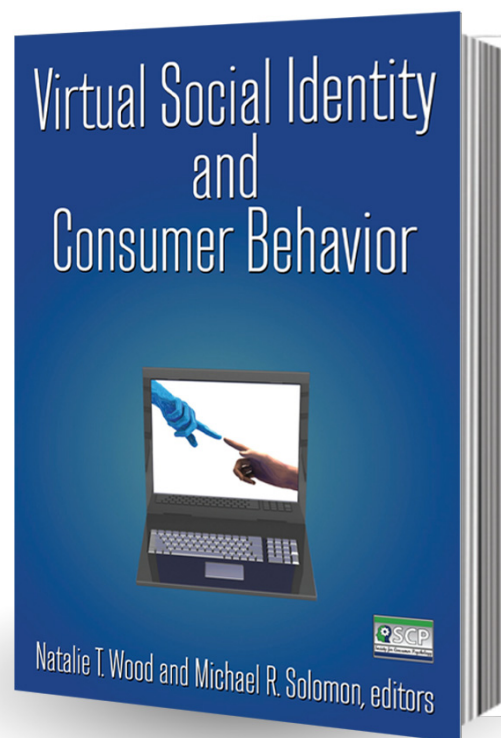
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Virtual Human Interaction Lab,  
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Part I. The Virtual Experience

Part II. Consumer Behavior in Virtual Worlds

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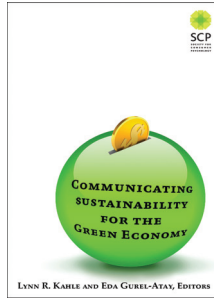
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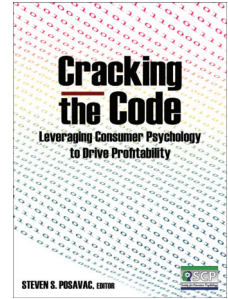
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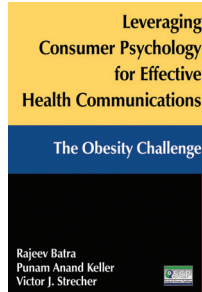
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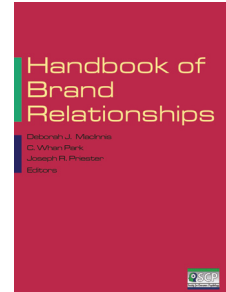
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