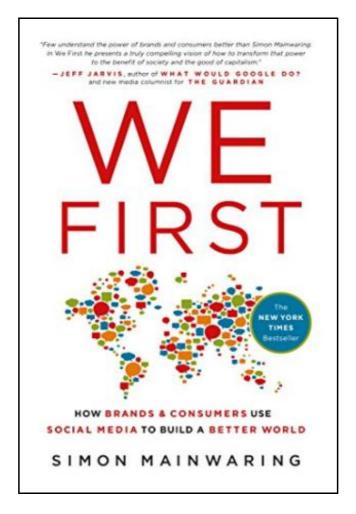
We First: How Brands and Consumers Use Social Media to Build a Better World



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