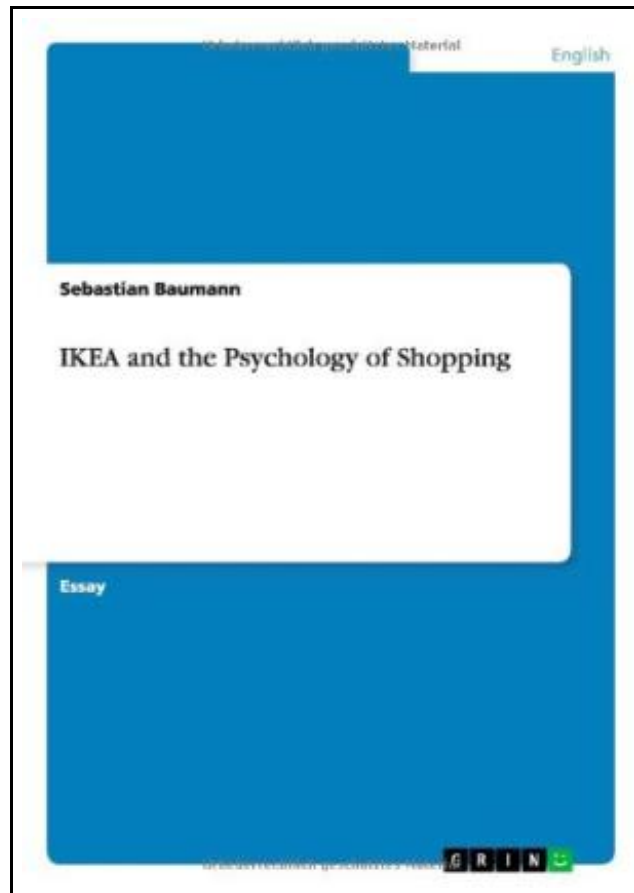


## Ikea and the Psychology of Shopping



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*It is one of the best books. Indeed, it really is play, nevertheless an amazing and interesting literature. It is extremely difficult to leave it before concluding, once you begin to read the book.*  
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