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Virtual Social Identity and Consumer Behavior

Edited by

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

both, St. Joseph's University

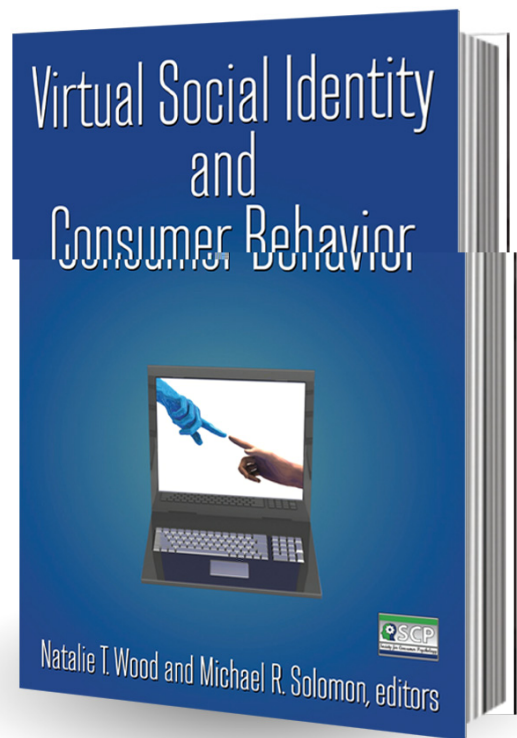
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-**Jeremy Bailenson**, Director,
Virtual Human Interaction Lab,
Stanford University

SELECTED CONTENTS:

Introduction, Virtual Social Identity: Welcome to the Metaverse, *Michael R. Solomon and Natalie T. Wood*

Part I. The Virtual Experience

Part II. Consumer Behavior in Virtual Worlds

Part III. Youth Consumers

Part IV. Perceptions in Virtual Worlds

Name Index - Subject Index

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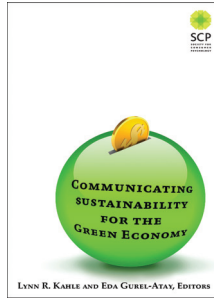
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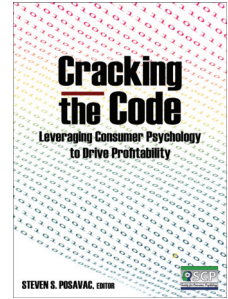
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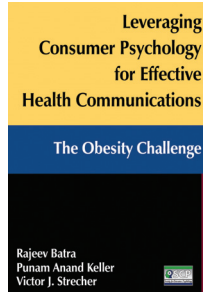
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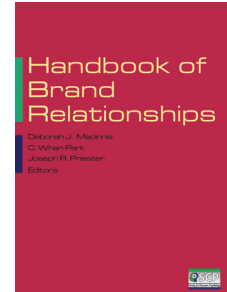


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