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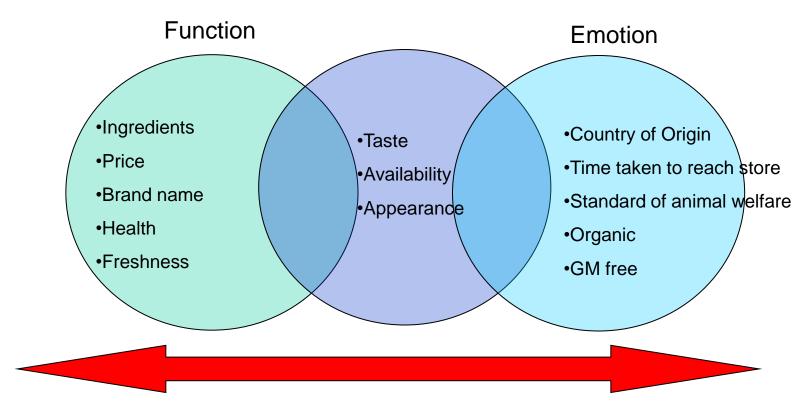
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Figure 1. The IGD model of product choice: Functional and Emotional Cues



Disengaged passive

Principles into practice

Source: IGD Consumer Unit, 2006