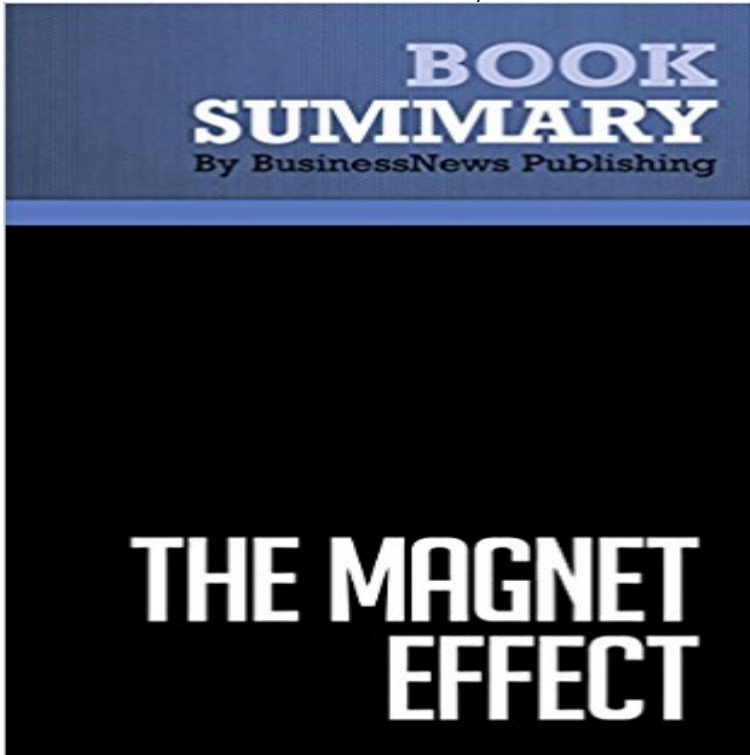


## Summary : The Magnet Effect - Jesse Berst: Attracting and Retaining an Internet Audience Today and in the Future



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