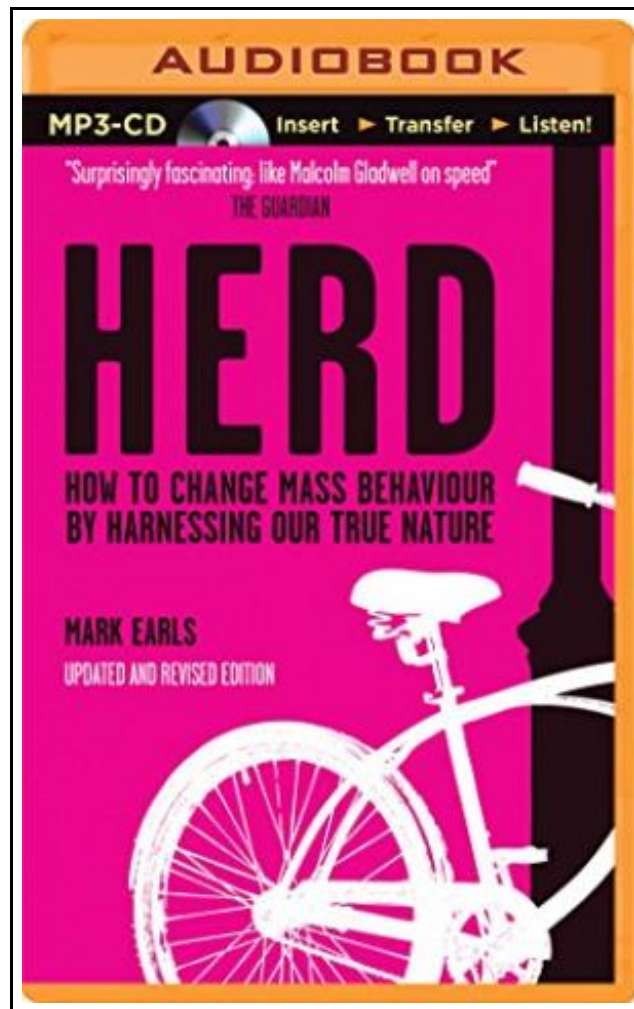


## Herd: How to Change Mass Behavior by Harnessing Our True Nature



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