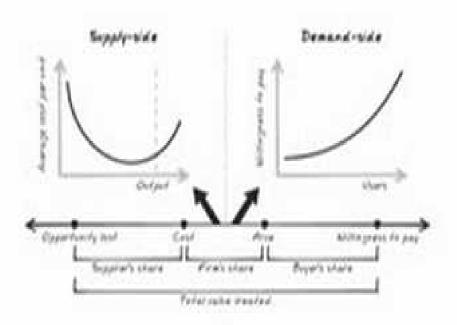
What is the value of a critical mass or "bandwagon" of free customers?



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