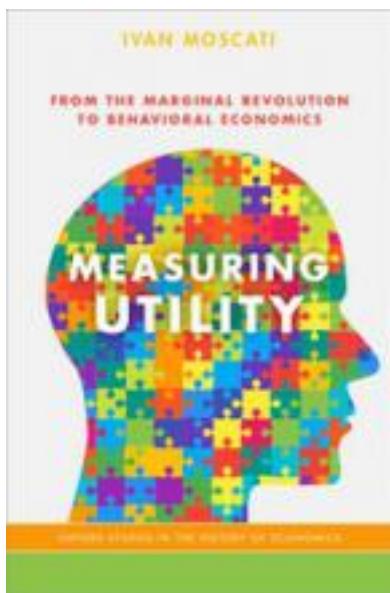


Measuring utility : from the marginal revolution to behavioral economics [1]



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