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binary value obtained,
which occurs only
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range, is converted into an absolute angular value by a microcontroller using a conversion table.

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What is the focus of
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Simonson: We
identify a previously

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unrecognized shift in how consumers make decisions, which leads to a diminishing role of brands, loyalty and marketing persuasion. We show that this profound shift has far-reaching implications for consumers and for the practice of marketing, and we offer a new

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allows marketers to
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