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The Privacy Trade-Off for Mobile App Downloads: The Roles of App Value, Intrusiveness, and Privacy Concerns

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Verena M. Wottrich (M.Sc.) is a PhD Candidate at the Amsterdam School of Communication Research ASCoR, Department of Communication Science, University of Amsterdam, The Netherlands. Her research focuses on the causes and consequences of Internet users' privacy decisions in (branded) mobile apps. Her work has appeared in the International Journal of Advertising, the sixth volume Advances in Advertising Research published by the European Advertising Academy (EAA), Advertising in new formats and media: Current research and implications for marketers, Emerald Publishing, and it has been acknowledged by awards from the International Communication Association and the European Advertising Academy.

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