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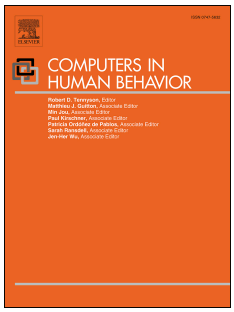

Psychological proximity to issues of the elderly: The role of age-morphing technology in campaigns for the elderly

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Psychological Proximity to Issues of the Elderly:

The Role of Age-Morphing Technology in Campaigns for the Elderly

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