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Threshold behaviors of social dynamics and financial outcomes of Ponzi scheme diffusion in complex networks

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- Ponzi scheme diffusion differs to rumor spreading because of direct reinvestment.
- The spreading rate impacts outbreak and the reinvestment rate impacts final states.
- Schemes will not eat into initial capital if the spreading rate exceeds a threshold.
- Critical thresholds for inhomogeneous networks are less than homogeneous networks.
- The high cost per recruit leads to large thresholds and worse financial outcomes.
- The big reinvestment rate improves early financial outcomes and postpones collapses.

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