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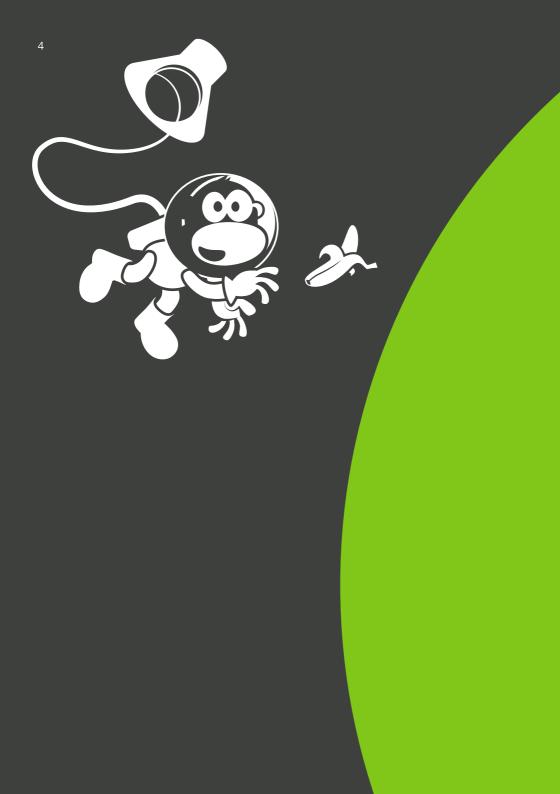
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Erika Napoletano, author of The Power of Unpopular via mashable.com

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