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**By Jean-Claude Larreche;David Weinstein**

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David Weinstein is the author of The Forgotten Network (3.29 avg rating, 7 ratings, 3 reviews, published 2004), Readings in Mass Communication

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Jean-Claude Larreche is the author of The Momentum Effect (3.86 avg rating, 28 ratings, 3 reviews, published 2008), Markstrat3 (2.25 avg rating,

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