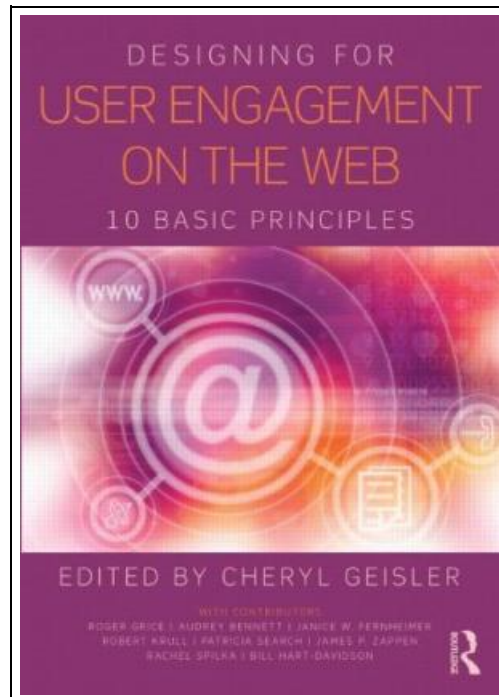


## Designing for User Engagement on the Web: 10 Basic Principles



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