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*Abstract*— Lorem ipsum dolor sit amet, consectetur adipiscing elit. In congue auctor est, nec tincidunt sem tempus ac. Nam ultrices lorem ligula, vel auctor turpis accumsan eget. Donec sit amet finibus tellus. Mauris faucibus auctor tortor eget iaculis. Aliquam fermentum ac sapien ac euismod. In et felis ac urna sodales gravida. Etiam sit amet ipsum fermentum, ultricies mauris sed, tempus dolor. Cras ut tincidunt urna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus posuere tempor egestas. Cras sagittis lacus vitae ligula elementum euismod. Nullam tempor in ligula sit amet viverra. (*Abstract*)

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To cite: Author Surname 1, Author Initial 1., Author Surname 2, Author Initial 2. & Author Surname 3, Author Initial 3., (2023) Title. In S. Ulver, B. Hartmann, J. Ostberg and P. Svensson (Eds.), *Research in Consumer Culture Theory*, Vol. 5, Lund, Sweden.

# Introduction (*Heading 1*)

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*How to Use Tables and Figures.* Below are examples of tables and figures. Please place tables or figures at the top or bottom of a column and avoid placing them in the middle if possible. Large figures and tables may span across both columns. Place figure captions below the figures. If able, please try to figures and tables *after* they are cited in the text.

1. Table Type Styles

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1. Example of a figure caption. (figure caption)

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# Extended Abstracts

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