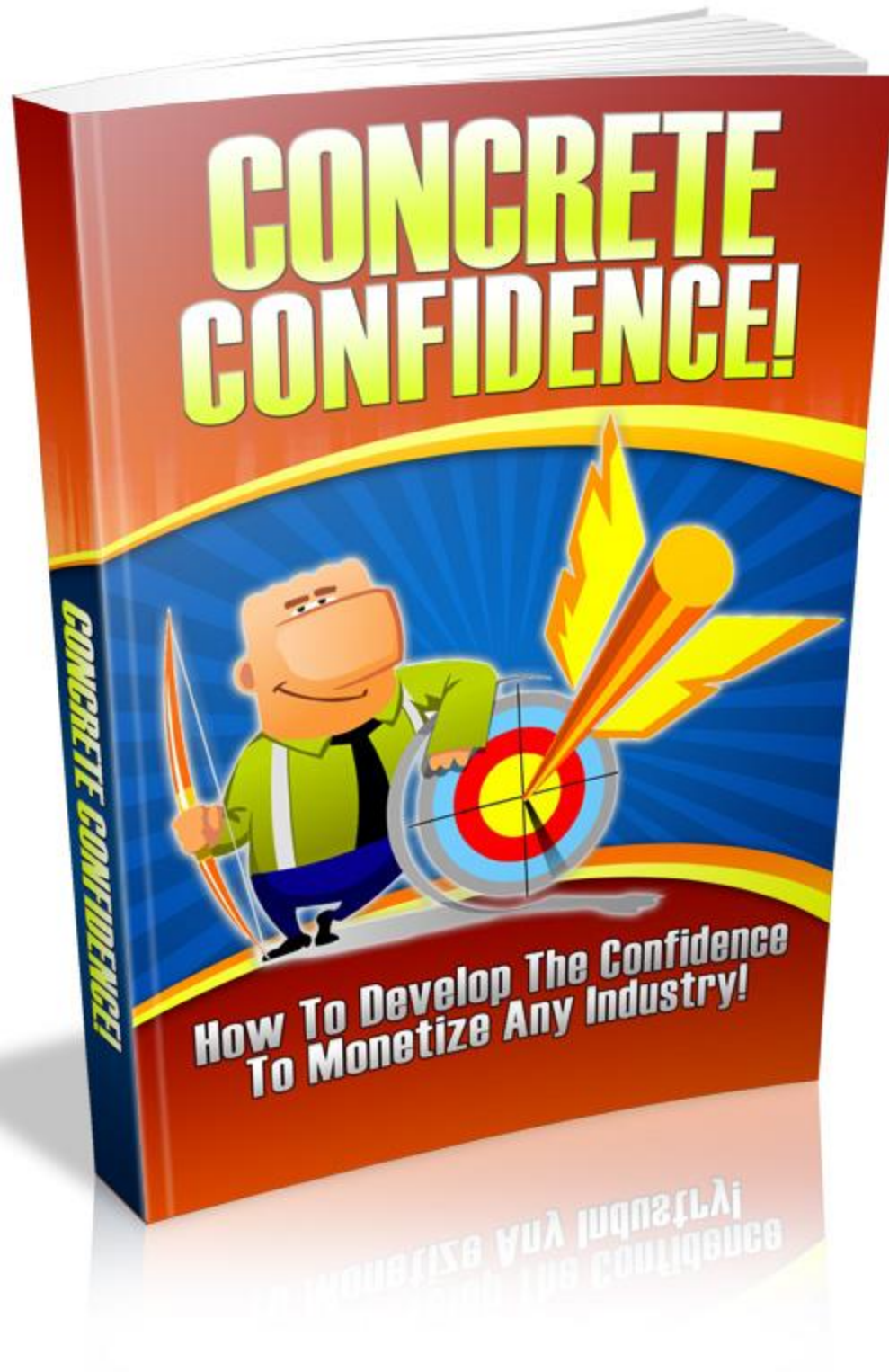




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# Introduction

*Monetization – the word has got a new meaning today. In these difficult times, people are trying to monetize just about anything and everything. Some are hitting the jackpot, achieving multiple monetization streams on a single product they have. While others are just wasting away, not quite able to come to grips with the concept of monetization.*

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