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Ariel Ezrachi & Maurice E. Stucke, 'Virtual Competition: The Promise and Perils of the Algorithm-Driven Economy', Harvard University Press (2016), at p. 21. House of Lords, Select Committee on European Union, 'Online Platforms and the Digital Single Market', (April 20, 2016), 10 th Report of Session 2015-2016, para. 373.

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