

The IADE logo consists of the letters 'IADE' in a bold, sans-serif font, with a white diagonal line cutting through the letters from the bottom-left to the top-right.

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APPLICABILITY OF THE BASIC ATTENTION TOKEN MODEL FOR STRENGTHENING
THE RELATIONSHIP AND LOYALTY BETWEEN BRANDS AND AD BLOCK USERS
WITH CONCERNS FOR PRIVACY AND SECURITY IN PORTUGAL

Orientador: Doutor Rodrigo Hernández-Ramírez

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