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In Communication of Innovations: A Journey with Ev Rogers, edited by Arvind Singhal and James W. Dearing, 199-229. New Delhi: SAGE Publications India Pvt Ltd, 2006. doi: 10.4135/9788132113775.n9. Singhal, Arvind, et al. "Entertainment-Education and Health Promotion: A Cross-Continental Journey." Communication of

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Bandura, A. On integrating social cognitive and social diffusion theories. In A Singhal & J. Dearing (Eds.).

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