

1. Answer the questions according to the passage.

a) What does "influencer" mean?

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b) What is the metaphor used for influencers in the 3rd sentence?

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c) Why are most of the firms working with influencers?

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d) What are the two most important things according to the article?

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e) What are the consumers doing before they buy a product?

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f) How many people can an influencer reach roughly?

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2. What do you think "An influencer is a bridge" means? Explain it briefly.

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