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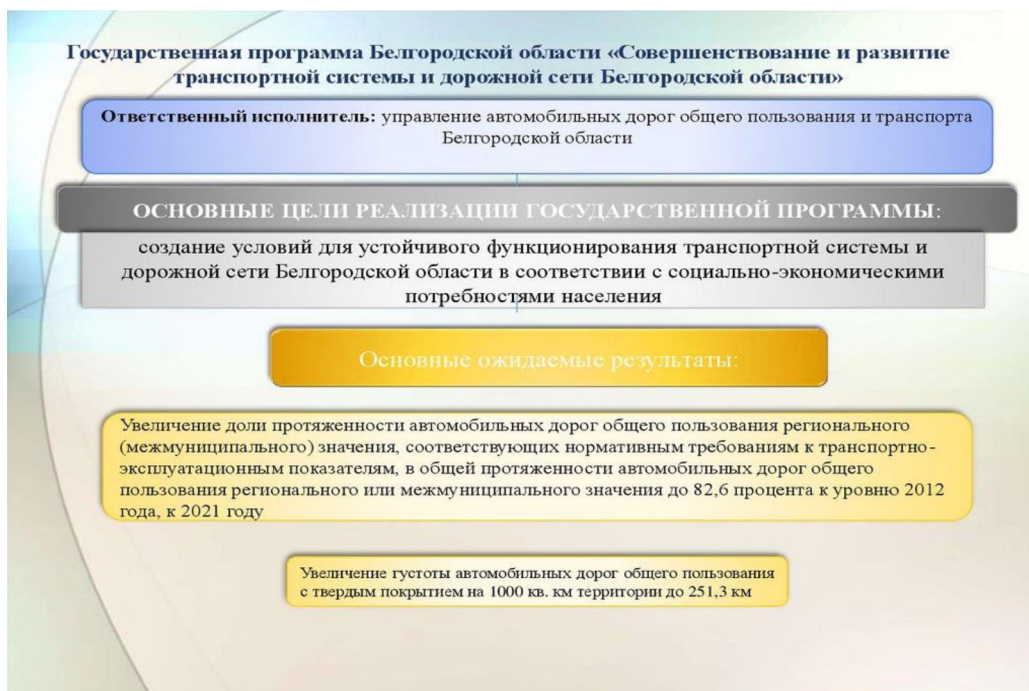
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**IMPACT OF BEHAVIORAL STRATEGY ON THE FINANCIAL
SUSTAINABILITY OF INSURANCE COMPANIES IN THE RUSSIAN
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