



## Erik Jonsson School of Engineering and Computer Science

## Marginal Gains to Maximize Content Spread in Social Networks

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## Citation:

Yang, W., J. Ma, Y. Li, R. Yan, et al. 2019. "Marginal Gains to Maximize Content Spread in Social Networks." IEEE Transactions on Computational Social Systems 6(3): 479-490, doi: 10.1109/TCSS.2019.2911865

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