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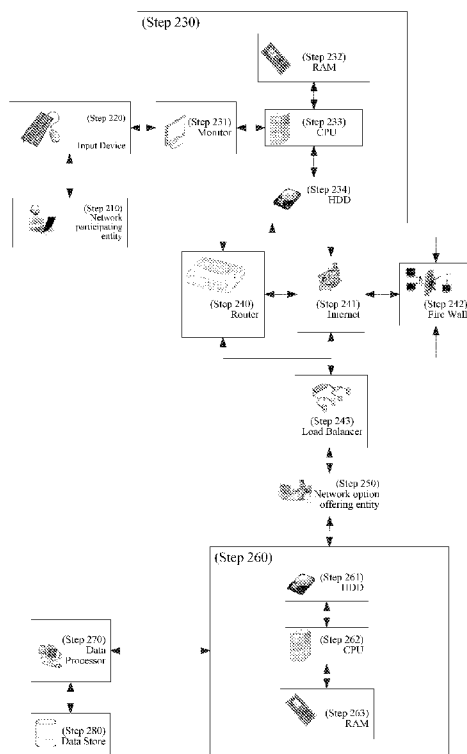


Fig. 2

(57) Abstract: This invention relates to system and methodology for computer implemented network optimization of products offered by network offering entity. It also relates to methodologies and systems to optimize selection and delivery of products offered by network offering entity to network participating entities to ensure higher network gain to at least one of the entities. The network option offering entity dynamically integrates its data with network participating entity' requirements and thereby optimizing the value to provide higher network gain.