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REFINEMENTS OF HÖLDER'S INEQUALITY DERIVED FROM FUNCTIONS $\psi_{p,q,\lambda}$ AND $\phi_{p,q,\lambda}$

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ABSTRACT. We investigate a convex function $\psi_{p,q,\lambda} = \max\{\psi_p, \lambda\psi_q\}, (1 \le q , and its corresponding absolute normalized norm <math>\|.\|_{\psi_{p,q,\lambda}}$. We determine a dual norm and use it for getting refinements of the classical Hölder inequality. Also, we consider a related concave function $\phi_{p,q,\lambda} = \min\{\psi_p, \lambda\psi_q\}, (0$

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