

Free reading The marketing agency blueprint the handbook for building hybrid pr seo content advertising and web firms by roetzer paul 2012 hardcover Full PDF

build a disruptive marketing agency for the modern age the marketing services industry is on the cusp of a truly transformational period the old guard rooted in tradition and resistant to change will fall and new leaders will emerge hybrid marketing agencies that are more nimble tech savvy and collaborative will redefine the industry digital services will be engrained into the dna and blended with traditional methods for integrated campaigns the depth versatility and drive of their talent will be the cornerstones of organizations that pursue a higher purpose the marketing agency blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency the new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services consulting training education publishing and software sales it will use efficiency and productivity not billable hours as the essential drivers of profitability its value and success will be measured by outcomes not outputs its strength and stability will depend on a willingness to be in a perpetual state of change and an ability to execute and adapt faster than competitors the marketing agency blueprint demonstrates how to generate more qualified leads win clients with set pricing and service packages and secure more long term retainers develop highly efficient management systems and more effective account teams deliver greater results and value to clients this is the future of the marketing services industry a future defined and led by underdogs and innovators you have the opportunity to be at the forefront of the transformation build a disruptive marketing agency for the modern age the marketing services industry is on the cusp of a truly transformational period the old guard rooted in tradition and resistant to change will fall and new leaders will emerge hybrid marketing agencies that are more nimble tech savvy and collaborative will redefine the industry digital services will be engrained into the dna and blended with traditional methods for integrated campaigns the depth versatility and drive of their talent will be the cornerstones of organizations that pursue a higher purpose the marketing agency blueprint is a practical and candid guide that presents ten rules for building such a hybrid agency the new marketing agency model will create and nurture diverse recurring revenue streams through a mix of services consulting training education publishing and software sales it will use efficiency and productivity not billable hours as the essential drivers of profitability its value and success will be measured by outcomes not outputs its strength and stability will depend on a willingness to be in a perpetual state of change and an ability to execute and adapt faster than competitors the marketing agency blueprint demonstrates how to generate more qualified leads win clients with set pricing and service packages and secure more long term retainers develop highly efficient management systems and more effective account teams deliver greater results and value to clients this is the future of the marketing services industry a future defined and led by underdogs and innovators you have the opportunity to be at the forefront of the transformation how does coding change the way we think about architecture this question opens up an important research perspective in this book miro roman and his ai alice ch3n81 develop a playful scenario in which they propose coding as the new literacy of information they convey knowledge in the form of a project model that links the fields of architecture and information through two interwoven narrative strands in an infinite flow of real books focusing on the intersection of information technology and architectural formulation the authors create an evolving intellectual reflection on digital architecture and computer science with the proliferation of digital and social media there has never been a more dynamic time to engage with marketing communications and never has the integration of marketing communications marcoms principles into a strategic marketing plan been more challenging even the best product in the world won t sell without the right reach to your potential customers and the right message to engage them this textbook applies a uniquely practical approach to the topic so that whilst a structured overview of planning development implementation and evaluation of marketing communications is in place the detailed cases made available by the institute for practitioners in advertising ipa show how actual challenges faced by professionals in the field were addressed this book will help you to develop the skills you need to turn theory into the right integrated communication plan in order to succeed in an increasingly

competitive environment aided by a veritable wealth of pedagogical features marketing communications will be essential reading for both students and professionals in marketing communications and public relations this textbook also benefits from a companion website which includes a comprehensive instructor s guide with powerpoint slides testbank questions and answer checklists discover what s possible when the art and science of marketing collide the marketing performance blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business with an eye toward the marketing industry s rapid evolution this book focuses on the processes technologies and strategies that are redefining the marketing environment step by step you will learn how to build performance driven organizations that exceed roi expectations and outpace the competition companies are demanding a more technical scientific approach to marketing and this guide provides the key information that helps marketing professionals choose the right tools and recruit the right talent to more effectively build brand generate leads convert sales and increase customer loyalty marketers are facing increased pressure to connect every dollar spent to bottom line results as the industry advances the tremendous gaps in talent technology and strategy leave many professionals underprepared and underperforming the marketing performance blueprint helps bridge those gaps align marketing talent technology and strategy to reach performance goals drive digital marketing transformation within your organization recruit train and retain a modern marketing team propel growth through digital savvy marketing agency partners adapt more quickly to marketing technology advancements create connected customer experiences turn marketing data into intelligence and intelligence into action devise integrated marketing strategies that deliver real business results the marketers who will redefine the industry in the coming months and years will never stop challenging conventional knowledge and solutions whether in terms of evolved talent advanced technology or more intelligent and integrated strategies these driven professionals will be in demand as the pioneers of the new marketing era the marketing performance blueprint helps marketers blaze a trail of their own by providing a roadmap to success this book is an up to date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing advertising and promotion it provides essential information about planning implementing and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy the author describes the processes and considerations needed to appeal to consumers identifying how geographic segmentation timing competitive environments and cost contribute to planning he considers the integration of digital technology such as social media platforms and mobile apps and how these can be used for advertising sales promotion and public relations the book s concise easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful demonstrations students are given the opportunity to prepare their own integrated marketing communication plan based on consumer product and market research along with original creative materials and media spreadsheets students of marketing communication advertising and promotion and digital marketing will love this book s abbreviated but thorough format an interactive companion website rounds out a stellar set of features that encourage quick understanding participation and utilization of imc concepts earthquakes remain largely unpredictable and potentially catastrophic a matter of continuous concern to communities in affected zones scientists and engineers have made a considerable effort to mitigate their consequences through the design of effective protective devices new concepts have recently been developed to address the requirements for better structural performance and a more effective use of new materials at a lower cost this book disseminates knowledge and increases awareness on this very critical subject and thus ultimately contributes to a safer structural design against earthquakes it comprises a number of articles taken from recent editions of transactions of the wessex institute covering a wide range of topics within the subject of seismic protection through vibration control devices the first four papers provide a very comprehensive review of existing seismic control designs highlighting their variety the effectiveness of their performance as well as the extent of their use for the protection of various types of structures world wide most articles deal with anti seismic devices implementing passive control of structural response through seismic isolation and energy dissipation testing and modelling energy dissipating systems are also extensively covered in the book it is also important to understand how existing structures fitted with seismic control devices perform against earthquakes two such case studies are included in the book a roof isolated from the top of an existing structure and a bridge supported on both isolating and damping systems finally new analytical approaches for optimising the performance of tuned mass dampers are detailed in two companion papers the second edition of managing public relations introduces students to the key concepts and

practices involved in the day to day running of a pr operation whether it is a company department an independent agency or any organized group focused on pr the book s unique approach places the pr function within the broader context of an organization equipping students with the essential business knowledge perspective and skills needed when starting out in their careers this second edition has been fully updated throughout and includes current examples and testimonials from across the globe as well as updated executive viewpoints expanded content on strategic planning budgeting and financial statements detailed commentary on topics relevant to the modern workplace including remote management consideration of diversity inclusion equity and access within pr additional content on the use of analytics and measuring return on investment roi updated online material including an instructor s manual that incorporates problem based questions example assignments and activities a highly practical and comprehensive guide this textbook should be essential reading for advanced undergraduate and postgraduate students studying public relations management strategic communications and marketing management this book collects 5 keynote and 15 topic lectures presented at the 2nd european conference on earthquake engineering and seismology 2014 held in istanbul turkey from august 24 to 29 2014 the conference was organized by the turkish earthquake foundation earthquake engineering committee and prime ministry disaster and emergency management presidency under the auspices of the european association for earthquake engineering eae and european seismological commission esc the book s twenty state of the art papers were written by the most prominent researchers in europe and address a comprehensive collection of topics on earthquake engineering as well as interdisciplinary subjects such as engineering seismology and seismic risk assessment and management further topics include engineering seismology geotechnical earthquake engineering seismic performance of buildings earthquake resistant engineering structures new techniques and technologies and managing risk in seismic regions the book also presents the third ambraseys distinguished award lecture given by prof robin spence in honor of prof nicholas n ambraseys the aim of this work is to present the state of the art and latest practices in the fields of earthquake engineering and seismology with europe s most respected researchers addressing recent and ongoing developments while also proposing innovative avenues for future research and development given its cutting edge content and broad spectrum of topics the book offers a unique reference guide for researchers in these fields audience this book is of interest to civil engineers in the fields of geotechnical and structural earthquake engineering scientists and researchers in the fields of seismology geology and geophysics not only scientists engineers and students but also those interested in earthquake hazard assessment and mitigation will find in this book the most recent advances the fast paced and complex pr role is becoming increasingly important as libraries need to respond quickly to the changing media landscape and the country s demographic shifts written by high profile experts in the pr field the library pr handbook is the essential reader for those looking to spice up their library s message and get the word out the 21st century truck partnership 21ctp works to reduce fuel consumption and emissions increase heavy duty vehicle safety and support research development and demonstration to initiate commercially viable products and systems this report is the third in a series of three by the national academies of sciences engineering and medicine that have reviewed the research and development initiatives carried out by the 21ctp review of the 21st century truck partnership third report builds on the phase 1 and 2 reviews and reports and also comments on changes and progress since the phase 2 report was issued in 2012 semiannual with semiannual and annual indexes references to all scientific and technical literature coming from doe its laboratories energy centers and contractors includes all works deriving from doe other related government sponsored information and foreign nonnuclear information arranged under 39 categories e g biomedical sciences basic studies biomedical sciences applied studies health and safety and fusion energy entry gives bibliographical information and abstract corporate author subject report number indexes for educational administration and leadership students studying school and community relations a contemporary and practice based school public relations text that centers on the importance of communication relationships and technology outfitting students with a wealth of practical practice based knowledge that they can take directly into the halls of their school the new fifth edition of public relations in schools has a fresh contemporary focus on both how administrators can effectively communicate with the community and how building strong relationships with stakeholders can ultimately lead to overall school improvement through a blend of theoretical and tacit knowledge this text offers students an in depth guide to 1 how to successfully communicate with both internal and external school entities 2 how to build and maintain positive and active relationships via social and political capital and 3 how to translate the value of these relationships into positive change within the school while exploring these three central themes the book

emphasizes how new technologies can aid school success at the same time real world case studies at the beginning of each chapter introduce readers to actual public relations issues and bring the material to life the revised fifth edition of public relations in schools is updated with new materials and references throughout the text including two new chapters one on harnessing technology for your public relations needs and one on collecting assessing and applying public opinion in addition the new fifth edition text contains a matrix at the front of the book showing how content relates to elcc ncate standards the widely used criteria for administrator preparation and licensing advances in computers remains at the forefront in presenting the new developments in the ever changing field of information technology since 1960 advances in computers has chronicled the constantly shifting theories and methods of this technology that greatly shape our lives today volume 56 presents eight chapters that describe how the software hardware and applications of computers are changing the use of computers during the early part of the 21st century software evolution and the staged model of the software lifecycle embedded software empirical studies of quality models in object oriented systems software fault prevention by language choice quantum computing and communication exception handling breaking the robustness barrier recent progress on the design of robust multimodal systems using data mining to discover the preferences of computer criminals as the longest running continuous serial on computers advances in computers presents technologies that will affect the industry in the years to come covering hot topics from fundamentals to applications additionally readers benefit from contributions of both academic and industry professionals of the highest caliber the extensively peer reviewed contents of this book cover the development and use of solar energy nuclear energy engineering development and use of wind energy development and use of biomass energy storage technology energy saving technology hydrogen and fuel cells energy materials energy chemical engineering energy security and clean use new energy vehicles electric vehicles energy efficient lighting products and technologies green building materials and energy saving buildings this makes the work a veritable handbook on these topics vols 29 30 contain papers of the international engineering congress chicago 1893 v 54 pts a f papers of the international engineering congress st louis 1904 this book comprises the papers presented at the international conference on experimental and computational mechanics ecm02 which was held in dunhuang china the proceedings of this prestigious sino japanese conference covered very wide ranging topics related to experimental and computational mechanics sections 1 2 keyword index section 3 personal author index section 4 corporate author index section 5 contract grant number index ntis order report number index 1 e section 6 ntis order report number index f z

The Marketing Agency Blueprint

2011-11-29

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The Marketing Agency Blueprint

2011-12-20

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Play Among Books

2021-12-06

how does coding change the way we think about architecture this question opens up an important research perspective in this book miro roman and his ai alice ch3n81 develop a playful scenario in which they propose coding as the new literacy of information they convey knowledge in the form of a project model that links the fields of architecture and information through two interwoven narrative strands in an infinite flow of real books focusing on the intersection of information technology and architectural formulation the authors create an evolving intellectual reflection on digital architecture and computer science

Marketing Communications

2014-08-27

with the proliferation of digital and social media there has never been a more dynamic time to engage with marketing communications and never has the integration of marketing communications marcoms principles into a strategic marketing plan been more challenging even the best product in the world won't sell without the right reach to your potential customers and the right message to engage them this textbook applies a uniquely practical approach to the topic so that whilst a structured overview of planning development implementation and evaluation of marketing communications is in place the detailed cases made available by the institute for practitioners in advertising ipa show how actual challenges faced by professionals in the field were addressed this book will help you to develop the skills you need to turn theory into the right integrated communication plan in order to succeed in an increasingly competitive environment aided by a veritable wealth of pedagogical features marketing communications will be essential reading for both students and professionals in marketing communications and public relations this textbook also benefits from a companion website which includes a comprehensive instructor's guide with powerpoint slides testbank questions and answer checklists

The Marketing Performance Blueprint

2014-07-23

discover what's possible when the art and science of marketing collide the marketing performance blueprint is an actionable and innovative guide to unlocking your potential as a marketer and accelerating success for your business with an eye toward the marketing industry's rapid evolution this book focuses on the processes technologies and strategies that are redefining the marketing environment step by step you will learn how to build performance driven organizations that exceed roi expectations and outpace the competition companies are demanding a more technical scientific approach to marketing and this guide provides the key information that helps marketing professionals choose the right tools and recruit the right talent to more effectively build brand generate leads convert sales and increase customer loyalty marketers are facing increased pressure to connect every dollar spent to bottom line results as the industry advances the tremendous gaps in talent technology and strategy leave many professionals underprepared and underperforming the marketing performance blueprint helps bridge those gaps align marketing talent technology and strategy to reach performance goals drive digital marketing transformation within your organization recruit train and retain a modern marketing team propel growth through digital savvy marketing agency partners adapt more quickly to marketing technology advancements create connected customer experiences turn marketing data into intelligence and intelligence into action devise integrated marketing strategies that deliver real business results the marketers who will redefine the industry in the coming months and years will never stop challenging conventional knowledge and solutions whether in terms of evolved talent advanced technology or more intelligent and integrated strategies these driven professionals will be in demand as the pioneers of the new marketing era the marketing performance blueprint helps marketers blaze a trail of their own by providing a roadmap to success

Integrated Marketing Communication

2017-10-02

this book is an up to date resource that shows students how to achieve their marketing objectives through a campaign that coordinates marketing advertising and promotion it provides essential information about planning implementing and assessing a comprehensive marketing plan to help students appreciate integrated marketing communications as a business strategy the author describes the processes and considerations needed to appeal to consumers identifying how geographic segmentation timing competitive environments and cost contribute to planning he considers the integration of digital technology such as social media platforms and mobile apps and how these can be used for advertising sales promotion and public relations the book's concise easy to read explanation of marketing components and their interconnected relationships is solidified by a series of visual summaries as well as examples and useful demonstrations students are given the opportunity to prepare their own integrated marketing communication plan based on consumer product and market research along with original creative materials and media spreadsheets students of marketing communication advertising and promotion and digital marketing will love this book's abbreviated but thorough format an interactive

companion website rounds out a stellar set of features that encourage quick understanding participation and utilization of imc concepts

Seismic Control Systems

2013

earthquakes remain largely unpredictable and potentially catastrophic a matter of continuous concern to communities in affected zones scientists and engineers have made a considerable effort to mitigate their consequences through the design of effective protective devices new concepts have recently been developed to address the requirements for better structural performance and a more effective use of new materials at a lower cost this book disseminates knowledge and increases awareness on this very critical subject and thus ultimately contributes to a safer structural design against earthquakes it comprises a number of articles taken from recent editions of transactions of the wessex institute covering a wide range of topics within the subject of seismic protection through vibration control devices the first four papers provide a very comprehensive review of existing seismic control designs highlighting their variety the effectiveness of their performance as well as the extent of their use for the protection of various types of structures world wide most articles deal with anti seismic devices implementing passive control of structural response through seismic isolation and energy dissipation testing and modelling energy dissipating systems are also extensively covered in the book it is also important to understand how existing structures fitted with seismic control devices perform against earthquakes two such case studies are included in the book a roof isolated from the top of an existing structure and a bridge supported on both isolating and damping systems finally new analytical approaches for optimising the performance of tuned mass dampers are detailed in two companion papers

Managing Public Relations

2023-03-02

the second edition of managing public relations introduces students to the key concepts and practices involved in the day to day running of a pr operation whether it is a company department an independent agency or any organized group focused on pr the book s unique approach places the pr function within the broader context of an organization equipping students with the essential business knowledge perspective and skills needed when starting out in their careers this second edition has been fully updated throughout and includes current examples and testimonials from across the globe as well as updated executive viewpoints expanded content on strategic planning budgeting and financial statements detailed commentary on topics relevant to the modern workplace including remote management consideration of diversity inclusion equity and access within pr additional content on the use of analytics and measuring return on investment roi updated online material including an instructor s manual that incorporates problem based questions example assignments and activities a highly practical and comprehensive guide this textbook should be essential reading for advanced undergraduate and postgraduate students studying public relations management strategic communications and marketing management

Perspectives on European Earthquake Engineering and Seismology

2014-09-01

this book collects 5 keynote and 15 topic lectures presented at the 2nd european conference on earthquake engineering and seismology 2014 held in istanbul turkey from august 24 to 29 2014 the conference was organized by the turkish earthquake foundation earthquake engineering committee and prime ministry disaster and emergency management presidency under the auspices of the european association for earthquake engineering eae and european seismological commission esc the book s twenty state of the art papers were written by the most prominent researchers in europe and address a comprehensive collection of topics on earthquake engineering as well as interdisciplinary subjects such as engineering seismology and seismic risk assessment and management further topics include engineering seismology geotechnical earthquake engineering seismic performance of buildings earthquake resistant engineering structures new techniques and technologies and managing risk in seismic regions the book also

presents the third ambraseys distinguished award lecture given by prof robin spence in honor of prof nicholas n ambraseys the aim of this work is to present the state of the art and latest practices in the fields of earthquake engineering and seismology with europe s most respected researchers addressing recent and ongoing developments while also proposing innovative avenues for future research and development given its cutting edge content and broad spectrum of topics the book offers a unique reference guide for researchers in these fields audience this book is of interest to civil engineers in the fields of geotechnical and structural earthquake engineering scientists and researchers in the fields of seismology geology and geophysics not only scientists engineers and students but also those interested in earthquake hazard assessment and mitigation will find in this book the most recent advances

The Library PR Handbook

2009-07-02

the fast paced and complex pr role is becoming increasingly important as libraries need to respond quickly to the changing media landscape and the country s demographic shifts written by high profile experts in the pr field the library pr handbook is the essential reader for those looking to spice up their library s message and get the word out

Solar Energy Update

1981

the 21st century truck partnership 21ctp works to reduce fuel consumption and emissions increase heavy duty vehicle safety and support research development and demonstration to initiate commercially viable products and systems this report is the third in a series of three by the national academies of sciences engineering and medicine that have reviewed the research and development initiatives carried out by the 21ctp review of the 21st century truck partnership third report builds on the phase 1 and 2 reviews and reports and also comments on changes and progress since the phase 2 report was issued in 2012

Handbook of Organic-inorganic Hybrid Materials and Nanocomposites: Hybrid materials

2003

semiannual with semiannual and annual indexes references to all scientific and technical literature coming from doe its laboratories energy centers and contractors includes all works deriving from doe other related government sponsored information and foreign nonnuclear information arranged under 39 categories e g biomedical sciences basic studies biomedical sciences applied studies health and safety and fusion energy entry gives bibliographical information and abstract corporate author subject report number indexes

Review of the 21st Century Truck Partnership

2015-11-25

for educational administration and leadership students studying school and community relations a contemporary and practice based school public relations text that centers on the importance of communication relationships and technology outfitting students with a wealth of practical practice based knowledge that they can take directly into the halls of their school the new fifth edition of public relations in schools has a fresh contemporary focus on both how administrators can effectively communicate with the community and how building strong relationships with stakeholders can ultimately lead to overall school improvement through a blend of theoretical and tacit knowledge this text offers students an in depth guide to 1 how to successfully communicate with both internal and external school entities 2 how to build and maintain positive and active relationships via social and political capital and 3 how to translate the value of these relationships into positive change within the school while exploring these three central themes the book emphasizes how new technologies can aid school success at the same time real world case studies at the beginning of each chapter introduce readers to actual public relations issues and bring the material to life the revised fifth

edition of public relations in schools is updated with new materials and references throughout the text including two new chapters one on harnessing technology for your public relations needs and one on collecting assessing and applying public opinion in addition the new fifth edition text contains a matrix at the front of the book showing how content relates to elcc ncate standards the widely used criteria for administrator preparation and licensing

Energy Research Abstracts

1985

advances in computers remains at the forefront in presenting the new developments in the ever changing field of information technology since 1960 advances in computers has chronicled the constantly shifting theories and methods of this technology that greatly shape our lives today volume 56 presents eight chapters that describe how the software hardware and applications of computers are changing the use of computers during the early part of the 21st century software evolution and the staged model of the software lifecycle embedded software empirical studies of quality models in object oriented systems software fault prevention by language choice quantum computing and communication exception handling breaking the robustness barrier recent progress on the design of robust multimodal systems using data mining to discover the preferences of computer criminals as the longest running continuous serial on computers advances in computers presents technologies that will affect the industry in the years to come covering hot topics from fundamentals to applications additionally readers benefit from contributions of both academic and industry professionals of the highest caliber

Building Industry Technology

1991

the extensively peer reviewed contents of this book cover the development and use of solar energy nuclear energy engineering development and use of wind energy development and use of biomass energy storage technology energy saving technology hydrogen and fuel cells energy materials energy chemical engineering energy security and clean use new energy vehicles electric vehicles energy efficient lighting products and technologies green building materials and energy saving buildings this makes the work a veritable handbook on these topics

Who Owns Whom

1999

vols 29 30 contain papers of the international engineering congress chicago 1893 v 54 pts a f papers of the international engineering congress st louis 1904

A Universal English-German and German-English Dictionary: German and English

1894

this book comprises the papers presented at the international conference on experimental and computational mechanics ecm02 which was held in dunhuang china the proceedings of this prestigious sino japanese conference covered very wide ranging topics related to experimental and computational mechanics

Chemical Abstracts

2002

sections 1 2 keyword index section 3 personal author index section 4 corporate author index section 5 contract grant number index ntis order report number index 1 e section 6 ntis order report number index f z

Building to Last

1997

The Current Digest of the Soviet Press

1970

Healthy Buildings '88: Planning, physics, and climate technology for healthier buildings

1988

Public Relations in Schools

2011

Advances in Computers

2002-08-05

Proceedings of the ... National Passive Solar Conference

1983

D and B Million Dollar Directory

2009

Proceedings of the ... Annual International Conference on Computational Molecular Biology

1997

Proceedings [of The] International Conference on Planning and Design of Tall Buildings, Lehigh University, Bethlehem, Pennsylvania, August 21-26, 1972

1972

Renewable and Sustainable Energy

2011-10-07

Transactions of the American Society of Civil Engineers

2005

America's Corporate Families and International Affiliates

1991

Solar Energy: Citations

1976

Progress in Experimental and Computational Mechanics in Engineering

2003

Million Dollar Directory

2005

Solar Energy for Domestic Heating and Cooling

1978

The Publishers Weekly

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Reference Book of Corporate Managements

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Conference Papers Index

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Government Reports Annual Index

1981

Dun & Bradstreet Middle Market Directory

1977

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