Angies List Mobile

Marcus Hines

From Big Data to Big Profits Russell Walker, 2015 Vast holdings and assessment of consumer data by large companies are not new phenomena. Firms' ability to leverage the data to reach customers in targeted campaigns and gain market share is, and on an unprecedented scale. Major companies have moved from serving as data or inventory storehouses, suppliers, and exchange mechanisms to monetizing their data and expanding the products they offer. Such changes have implications for both firms and consumers in the coming years. In From Big Data to Big Profits, Russell Walker investigates the use of internal Big Data to stimulate innovations for operational effectiveness, and the ways in which external Big Data is developed for gauging, or even prompting, customer buying decisions. Walker examines the nature of Big Data, the novel measures they create for market activity, and the payoffs they can offer from the connectedness of the business and social world. With case studies from Apple, Netflix, Google, and Amazon, Walker both explores the market transformations that are changing perceptions of Big Data, and provides a framework for assessing and evaluating Big Data. Although the world appears to be moving toward a marketplace where consumers will be able to pull offers from firms, rather than simply receiving offers, Walker observes that such changes will require careful consideration of legal and unspoken business practices as they affect consumer privacy. Rigorous and meticulous, From Big Data to Big Profits is a valuable resource for graduate students and professionals with an interest in Big Data, digital platforms, and analytics.

<u>Hug Your Haters</u> Jay Baer, 2016-03 Includes a detachable folded poster of The Hatrix.

Starting an Online Business All-in-One For Dummies Shannon Belew, Joel Elad, 2017-01-17 Start a successful online business—and be your own boss! Being an online entrepreneur means more than just building a website—and this book breaks down everything you need to know to be successful. Inside, you'll get plain-English explanations and easy-to-follow instruction on online business basics, legal and accounting issues, website design, Internet security, boosting sales, e-commerce, and so much more. While the ideas and concepts behind starting an online business are tried and true, the tools available to entrepreneurs change and evolve quickly—and often. Starting an Online Business All-in-One For Dummies gets you up to speed on the best new tools, resources, and communities, and shows you how to best leverage them to up your chances of success. Discover your niche and create a business plan Design your website and storefront Increase your reach and market with social media Choose the best web host for your needs If you're a budding entrepreneur with dreams of running your own online business, this book has everything you need to get started and grow your company to extraordinary heights!

<u>Five Stars</u> Gradiva Couzin, Jennifer Grappone, 2013-12-24 Create positive visibility for your business with this essential roadmap Everyone now understands the importance of online reviews on sites such as Yelp. This unique book helps you influence the process and leverage the results to increase sales and revenue. Five Stars is the perfect guide to a timely and crucial marketing tactic for today's savvy small business owners and marketers. Find out how to get more (and better) online reviews for your business, track and monitor them, leverage them effectively in social media

and elsewhere, and handle negative reviews with aplomb. Packed with tools, techniques, and great case studies, this practical book is what you need to grab the reins, shape the online conversation, and get reviews that sell. Shows you how to get and leverage online reviews from websites such as Yelp and niche sites related to your business Explains tools, techniques, and tactics you can use to start shaping conversations and building positive visibility Demystifies a complex topic, empowering you to make the most of this valuable marketing tactic Written by the expert author team of the popular and practical SEO_An Hour a Day books; the authors offer a similar task-based approach to help you succeed If you're a retail, service, or e-commerce marketer, you won't want to miss Five Stars: Putting Online Reviews to Work for Your Business.

Designing Brand Identity Alina Wheeler, 2017-10-24 Designing Brand Identity Design/Business Whether you're the project manager for your company's rebrand, or you need to educate your staff or your students about brand fundamentals, Designing Brand Identity is the guintessential resource. From research to brand strategy to design execution, launch and governance, Designing Brand identity is a compendium of tools for branding success and best practices for inspiration. 3 sections: brand fundamentals, process basics, and case studies. Over 100 branding subjects, checklists, tools, and diagrams. 50 case studies that describe goals, process, strategy, solution, and results. Over 700 illustrations of brand touchpoints. More than 400 quotes from branding experts, CEOs, and design gurus. Designing Brand Identity is a comprehensive, pragmatic, and easy-to-understand resource for all brand builders-global and local. It's an essential reference for implementing an entire brand system. Carlos Martinez Onaindia Global Brand Studio Leader Deloitte Alina Wheeler explains better than anyone else what identity design is and how it functions. There's a reason this is the 5th edition of this classic. Paula Scher Partner Pentagram Designing Brand Identity is the book that first taught me how to build brands. For the past decade, it's been my blueprint for using design to impact people, culture, and business. Alex Center Design Director The Coca-Cola Company Alina Wheeler's book has helped so many people face the daunting challenge of defining their brand. Andrew Ceccon Executive Director, Marketing FS Investments If branding was a religion, Alina Wheeler would be its goddess, and Designing Brand Identity its bible. Olka Kazmierczak Founder Pop Up Grupa The 5th edition of Designing Brand Identity is the Holy Grail. This book is the professional gift you have always wanted. Jennifer Francis Director of Marketing, Communications, and Visitor Experience Louvre Abu Dhabi

The Shopper Economy: The New Way to Achieve Marketplace Success by Turning Behavior into Currency Liz Crawford, 2012-04-20 GET READY FOR THE AGE OF SHOPPER MARKETING Consumers today are armed with a wealth of content--price comparisons, reviews, and even online inventory data--and this is good news for marketers, because these tools empower consumers, making them into shoppers who are more willing than ever to interact with your brand . . . but for a price. The value of these shoppers' attention is soaring, and The Shopper Economy gives you the framework for capturing and monetizing this valuable commodity. Liz Crawford, a leading marketing innovator and consumer behavior analyst, gives a fast-paced and comprehensive look at how the unprecedented availability of information is a boon to brands, because it lets shoppers perform the labor of marketing when they watch and share ads,

recommend products, and interact with brands and each other. Crawford presents interviews with marketers and shoppers, and case studies of how brands like 7-Eleven, Carnival Cruises, and Kia are using Shopkick, foursquare, and other platforms to stay ahead of accelerating changes in consumer empowerment by encouraging and rewarding everyday activities-entering a store, messaging, recommending, Liking, playing, and more. From these examples you will learn how to Accurately measure and assess the value of shoppers' activities Translate the four key shopper behaviors--attention, participation, advocacy, and loyalty--into Shopper Currency, real and virtual rewards that have measurable value to buyers and sellers Improve your business's ROI in shopper marketing by avoiding activity-foractivity's- sake and other common pitfalls Align your brand more seamlessly with your shoppers' own personal brands The Shopper Economy provides you with a highlevel strategy that makes every shopper interaction a valuable transaction. It offers invaluable insights about today's rapidly evolving marketing landscape and proven solutions for how your brand can turn path-to-purchase models and consumer reward programs into lasting and profitable relationships with shoppers everywhere. PRAISE FOR THE SHOPPER ECONOMY Every ten years, Consumer Marketing reinvents itself. If the 1990s were about Category Management, Shopper Insights has been the driver of the moment. Liz Crawford deconstructs the movement with precision. -- Paco Underhill, CEO Envirosell Inc., and author of Why We Buy "A fascinating account of the present and future direction of marketing to shoppers. It is a brave new world that Liz Crawford writes about with real clarity. Her book is a bright door to the future. -- Herb Sorensen, PhD, Global Scientific Advisor, TNS Global Retail & Shopper Practice, and author of Inside the Mind of the Shopper If you want to understand how to motivate shoppers and leverage the new shopper currency-behavior--you need to read this book. Liz Crawford details shopper behaviors, old and new, and provides a road map for brands that need to meet marketing and sales goals in an unbelievably complex shopping environment. -- Al McClain, CEO and founder, RetailWire.com A refreshing and thought-provoking exploration of today's dynamic, highly digital consumer market place. I highly recommend [that] anyone who thinks they know something about shopper marketing or wants to think about it a bit more out of the box read this book and take Liz Crawford's advice to heart. -- Dan Flint, PhD, director, University of Tennessee Shopper Marketing Forum

Youtility Jay Baer, 2013-06-27 The difference between helping and selling is just two letters If you're wondering how to make your products seem more exciting online, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention these days you must ask a different question: How can we help? Jay Baer's Youtility offers a new approach that cuts through the clutter: marketing that is truly, inherently useful. If you sell something, you make a customer today, but if you genuinely help someone, you create a customer for life.

Google My Business 4.0 Training Guide Laura Maya,2022-02-17 Google My Business, now known as the Google Business Profile enhanced as a free service that helps small businesses manage their online presence. It allows them to create a Google Business profile page, which is a dedicated page for their business on Google Maps , Google search and other google products all

together in one place Google, and the pandemic has made GMB into the most important local marketing tool for SMBs and multi-location brands. The search engine has easily retained its position as the most popular search engine in the world, with over 92% of the search market share, and it is only growing. Therefore, it is vital for businesses to optimize their sites for Google search. For all businesses , business profile is an essential part of any business's online presence and is often the first place customers look for up-to-date information about your company. In the age of Covid-19, this is more true than ever, they're going to Google your business's name and check the right-hand panel for the information they need. Creating, authenticating, and correctly optimising your business account is a priceless opportunity, which is why you should make use of it to the maximum and here with; Google My Business 4.0. Training Guide this book is the 4th book in a series under the same title, of which we maintain the same will assist every business to enhanced their Google Business Profile In each chapter of the guide, we'll cover a different topic, you should have a foundational understanding of what Google My Business is and how to use it to gain more visibility in local search for your, or your client's business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. Throughout the guide, keep your eyes peeled for top tips, expert advice, and recommended resources. This course additional some of the recent critical update including : -Latest features and updates to Google My Business -How To Add Keywords To Google My Business Profile? -What are GMB Insights and Analytics and How to use them? - How to create them and tips for creating winning Google My Business Posts - Tips for Practitioner Listings in the profile -What are the big mistakes to avoid with Listings and how to fix them -What is Google Knowledge Panel, how to create it and edit it. - Why are Google Reviews Important, How to Track them, how to respond to them. -Business Case studies And so much more! The events of the past year have catapulted GMB into the digital marketing spotlight. • Every month an average business gets 59 actions from GMB listing & 49% of the business gets 1,000+ views monthly. • Eighty-six percent of people look at the location of a business through Google Maps (Backlinko, 2020). • Businesses enjoyed a 61 percent increase in calls from January to July 2020 thanks to their listing (Small Business Trends, 2020). • More than 5 percent of views on its page result in a conversion (Search Engine Journal, 2019). • Mobile gueries centred around "where to buy" and "near me" keywords increased by over 200 percent in the last two years. Amid the Covid-19 pandemic, it's more crucial than ever that you utilize and optimize GMB to display accurate, updated information about your business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. So, consider getting our comprehensive and up-to-date guide jam loaded with the latest and best-in-the-industry knowledge about GMB.

Starting a Business All-in-One For Dummies Eric Tyson, Bob Nelson, 2022-03-07 All the essential information in one place Starting a Business All-in-One For Dummies, 3rd Edition is a treasure trove of useful information for new and would-be business owners. With content compiled from over ten best-selling For Dummies books, this guide will help with every part of starting your own business—from legal considerations to business plans, bookkeeping, and

beyond. Whether you want to open a franchise, turn your crafting hobby into a money-maker, or kick off the next megahit startup, everything you need can be found inside this easy-to-use guide. This book covers the foundations of accounting, marketing, hiring, and achieving success in the first year of business in any industry. You'll find toolkits for doing all the paperwork, plus expert tips for how to make it work, even when the going is rough. Access six books in one, covering the whole process of starting and running a new business Learn how to easily jump the hurdles that many new business owners face Tackle taxes, determine the best business model for you, and create a solid plan Keep the engine running with marketing tips, accounting ideas, and the basics on how to be a manager This book is perfect for any new or veteran entrepreneur looking to build a business from the ground up.

Mom Minus Dad: The Essential Resource Guide for Busy Adults with a Newly Widowed Parent Jamieson Haverkampf, 2008-05-09 Mom Minus Dad is the only resource guide available with more than 500 resources for adults who lose a parent and need to assist a newly widowed parent. The book provides readers with practical advice on ten major parent loss topics along with more than 500 valuable and time-saving resources including Web sites, companies, government resources, U.S. laws, books, and nonprofit organizations to assist the approximately twelve million sons and daughters who lose a parent every year. Each section provides online and book resources and simple practical solutions to common problems - from finding affordable counseling to building new budgets for the widowed parent to managing changing family dynamics. Each chapter reveals ideas, relevant insights from the author's personal experience, questions to consider, and additional resources to find specific assistance. The author of Mom Minus Dad gleaned intimate knowledge of balancing her own life with a newly widowed parent. Ms. Haverkampf assisted her fifty-six-year-old widowed mother in Virginia, while still running her real estate business in California, after the early unpredicted loss of her father to cancer. In her groundbreaking book, Haverkampf shares how she and her sister-both in their early thirties-found success and managed struggles during their journey after their father's death. This is a reference guide grievers will refer to during the year after loss and years beyond.

The CMO's Periodic Table Drew Neisser, 2015-11-17 Imagine how much you would learn if you could converse with 64 of the brightest minds in marketing. Now imagine if those conversations were focused on all the essential elements that go into being a top-notch chief marketing officer and organized into seven logical, intuitive categories. Now you can stop imagining, and start reading The CMO's Periodic Table, an essential resource for the modern marketer. Over the last five years, thanks in large part to his friends at The CMO Club, author Drew Neisser has interviewed over 100 marketing leaders at prominent companies such as American Express, Audi, Belkin, Black Duck Software, Converse, College Humor, D&B, Dow, and many more. These interviews, 64 of which are highlighted in this book, reflect the fundamental diversity of challenges and subsequent solution sets deployed by each. Though these interviews don't yield a magic formula, they offer something a bit more profound and definitely more fundamental—a compendium of elements that every marketer has or will need to examine in the very near future. Organized into a CMO-worthy periodic table modeled on the classic organization of the chemical elements, the chapters progress from basic challenges like research and strategy, to internal issues like culture change and managing up, to

advanced, highly volatile subjects like risk-taking and changing agencies. Business Models For Dummies Jim Muehlhausen, 2013-05-20 Write a business model? Easy. Business Models For Dummies helps you write a solidbusiness model to further define your company's goals and increaseattractiveness to customers. Inside, you'll discover how to: make avalue proposition; define a market segment; locate your company'sposition in the value chain; create a revenue generation statement; identify competitors, complementors, and other network effects; develop a competitive strategy; and much more. Shows you how to define the purpose of a business and itsprofitability to customers Serves as a thorough guide to business modeling techniques Helps to ensure that your business has the very best businessmodel possible If you need to update a business model due to changes in themarket or maturation of your company, Business Models ForDummies has you covered.

No B.S. Grassroots Marketing: Ultimate No Holds Barred Take No Prisoners Guide to Growing Sales and Profits of Local Small Businesses Dan S. Kennedy, Jeff Slutsky, 2012-01-12 Be a Small Business with BIG IMPACT Called the "professor of harsh reality," Dan S. Kennedy, joined by local-level marketing specialist Jeff Slutsky, delivers a hard-to-swallow truth to local small business owners like you: You Are in a Fight for Your Life. As a local small business you're vulnerable to distant online discounters, big box retailers, and other competition, you've got to do more than merely get customers—you have to keep them FOR LIFE. And, you have to win them over where your competition can't—at the street level. Kennedy and Slutsky present local business owners, retailers, service providers, restaurateurs, and professional practice owners with a tactical grassroots marketing plan to help increase customer retention, generate greater referrals, and build a thriving business for the long-term. Covers: 9 inconvenient truths of grassroots marketing Zero-Based Marketing—the solution when you figure out traditional and "non-traditional" marketing is failing you How to use the media as an extension of personality and of relationship—NOT a substitute for it Why most local marketing programs fail and what you need to do to succeed (a 7-Step Plan and tactics) On-site promotions—increase revenue without spending money, time or leaving your operation How to use—and how to waste dollars on—the Internet and other technology PLUS gain access to: FREE — Glazer-Kennedy University Webinar Series FREE - Elite Gold Insider's Circle Membership* FREE - Income Explosion Guide & CD FREE - Income Explosion FAST START Tele-Seminar

The SAGE Encyclopedia of Economics and Society Frederick F. Wherry, Juliet B. Schor, Consulting Editor, 2015-09-01 Economics is the nexus and engine that runs society, affecting societal well-being, raising standards of living when economies prosper or lowering citizens through class structures when economies perform poorly. Our society only has to witness the booms and busts of the past decade to see how economics profoundly affects the cores of societies around the world. From a household budget to international trade, economics ranges from the micro- to the macro-level. It relates to a breadth of social science disciplines that help describe the content of the proposed encyclopedia, which will explicitly approach economics through varied disciplinary lenses. Although there are encyclopedias of covering economics (especially classic economic theory and history), the SAGE Encyclopedia of Economics and Society emphasizes the contemporary world, contemporary issues, and society. Features: 4 volumes with approximately 800 signed articles

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Electronic Commerce 2018 Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, 2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, egovernment, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

<u>WordPress SEO Success</u> Jacob Aull,2014 WordPress gives you amazingly powerful SEO tools: this hands-on guide will help you make the most of them! Written specifically for WordPress users, this guide covers all you need: built-in WordPress capabilities, third-party plugins, well-integrated web resources, and more. Whether you manage a large-scale site or a personal blog, Jacob Aull will help you integrate SEO into all you do, from strategy through optimization of existing content. New to SEO? Already do it for a living? Either way, WordPress SEO Success will help you drive the traffic you want--and the value you need!

<u>Big Bang Disruption</u> Larry Downes, Paul Nunes, 2014-01-07 It used to take years or even decades for disruptive innovations to dethrone dominant products and services. But now any business can be devastated virtually overnight by something better and cheaper. How can executives protect themselves and harness the power of Big Bang Disruption? Just a few years ago, drivers happily spent more than \$200 for a GPS unit. But as smartphones exploded in popularity, free navigation apps exceeded the performance of

stand-alone devices. Eighteen months after the debut of the navigation apps, leading GPS manufacturers had lost 85 percent of their market value. Consumer electronics and computer makers have long struggled in a world of exponential technology improvements and short product life spans. But until recently, hotels, taxi services, doctors, and energy companies had little to fear from the information revolution. Those days are gone forever. Software-based products are replacing physical goods. And every service provider must compete with cloud-based tools that offer customers a better way to interact. Today, start-ups with minimal experience and no capital can unravel your strategy before you even begin to grasp what's happening. Never mind the "innovator's dilemma"—this is the innovator's disaster. And it's happening in nearly every industry. Worse, Big Bang Disruptors may not even see you as competition. They don't share your approach to customer service, and they're not sizing up your product line to offer better prices. You may simply be collateral damage in their efforts to win completely different markets. The good news is that any business can master the strategy of the start-ups. Larry Downes and Paul Nunes analyze the origins, economics, and anatomy of Big Bang Disruption. They identify four key stages of the new innovation life cycle, helping you spot potential disruptors in time. And they offer twelve rules for defending your markets, launching disruptors of your own, and getting out while there's still time. Based on extensive research by the Accenture Institute for High Performance and in-depth interviews with entrepreneurs, investors, and executives from more than thirty industries, Big Bang Disruption will arm you with strategies and insights to thrive in this brave new world.

Marketing Implant Dentistry Marcus Hines, 2015-10-26 A large percentage of skilled dental professionals lack the tools and comfort level required to market themselves and their dental implant practices effectively As a consequence, these dental professionals miss several opportunities to help patients and grow their business. Even those who recognize the need for marketing often don't have the experience or training to do so effectively. Marketing Implant Dentistry meets this need by giving dentists the tools to better market and promote their practices and to gain case acceptance. Marketing Implant Dentistry presents proven approaches for attracting dental implant patients and demonstrates the use of successful communication skills, including verbal and visual aids. This book details multiple examples of patient friendly and professional letters for use in targeting both new implant patients and professional referral sources. Readers will learn the benefits of adopting non-traditional approaches such as hosting patient education seminars, as well as cultivating professional relationships with the medical community (physicians) for the purposes of generating untapped referral relationships. Best practices in internet and social media marketing, specific to implant dentistry, are also demonstrated so practices can make the most out of these low-cost opportunities.

Online Reputation Management For Dummies Lori Randall Stradtman,2012-09-11 More important than ever--how to manage your online reputation In today's social world, managing your online reputation is more critical than ever, whether it's your company brand or yourself as a brand, and one thing is certain: everyone needs a plan. This essential book shows you how to set up a system that works every day, helps forward your brand's online goals, and is able to deal with negative chatter. Covering everyday listening and messaging

as well as reputation management for special events or crises, this book walks you through step-by-step instructions and tips that will help you build and maintain a positive online presence. Shows you how to create a solid, productive online reputation management system Helps you achieve your brand's goals and be ready to deal with negative chatter or crises Explains how to set up an online reputation management and response team Covers how to identify and incorporate both everyday and crisis SEO keywords Explores reputation creation through listening, messages, images, video, and other media Helps you handle crises with social media, bloggers, and other influencers, and respond immediately Online Reputation Management For Dummies gives you the tools you need to maintain the online reputation you want.

Digital Minds (2) WSI,2015-11-25 The progression of the Internet hasn't slowed down one bit; in fact, it's only just begun. And with capabilities like visitor tracking, geo-targeting and personalized marketing, the business competition on the digital playing field has become more aggressive than ever. The advancements are rapid; adaptation is vital. And yet, business owners are either too tentative to dive in or want to get started but just don't know where to begin. In the 2nd edition of WSI's Digital Minds, we provide a map (literally!) that's designed to help professionals navigate through the complexities of the digital marketing realm. Fourteen of WSI's thought-leaders explore how online strategies like web design, marketing automation, eCommerce, SEO, reputation management, email marketing and more have been shaped by online consumers and their mobile device du jour! By evolving alongside the growing trends, your brand will be equipped to leave the competition far behind.

Embark on a transformative journey with Explore the World with is captivating work, **Angies List Mobile**. This enlightening ebook, available for download in a convenient PDF format PDF Size: , invites you to explore a world of boundless knowledge. Unleash your intellectual curiosity and discover the power of words as you dive into this riveting creation. Download now and elevate your reading experience to new heights .

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Angies List Mobile Introduction

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notable examples include MIT OpenCourseWare, which offers free access to course materials from the Massachusetts Institute of Technology, and the Digital Public Library of America, which provides a vast collection of digitized books and historical documents. In conclusion, Angies List Mobile books and manuals for download have transformed the way we access information. Thev provide a cost-effective and convenient means of acquiring knowledge, offering the ability to access a vast library of resources at our fingertips. With platforms like Project Gutenberg, Open Library, and various digital libraries offered by educational institutions, we have access to an everexpanding collection of books and manuals. Whether for educational, professional, or personal purposes, these digital resources serve as valuable tools for continuous learning and self-improvement. So why not take advantage of the vast world of Angies List Mobile books and manuals for download and embark on your journey of knowledge?

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