Hepsiburada

Faruk Yücel, Mehmet Tahir Öncü

Strategic Outlook in Business and Finance Innovation Hasan Dincer, Serhat Yüksel, 2021-04-06 Strategic Outlook in Business and Finance Innovation: Multidimensional Policies for Emerging Economies brings together new theoretical frameworks and develops appropriate strategies to improve the performance of firms globally.

Innovative Finance for Technological Progress Farhad Taghizadeh-Hesary, Roohallah Aboojafari, Naoyuki Yoshino, 2022-12-28 Innovative businesses and startups contribute to job creation, economic growth, and technological advancement in most countries. Finance helps nurture innovative firms like startups. Unfortunately, most startups and innovative projects cannot secure finance through the usual and conventional methods. This book goes beyond traditional financing to explore innovative ways to help finance startups and novel businesses. The book covers institutional innovation, innovation in products and processes, and the recent progress in financial innovations in various countries through empirical and case studies. It gives an in-depth look at regulatory, policy frameworks, and risk assessments for financial innovations. It also assesses the role of various innovations, including Fintech, machine learning, big data, scoring models, credit databases, digital platforms, credit guarantees in funding startups, and novel technologies. This book offers valuable insights into how policymakers can nurture a more conducive ecosystem for startups and technologies through innovative finance.

Recent Advances in Technology Acceptance Models and Theories Mostafa Al-Emran, Khaled Shaalan, 2021-04-16 This book tackles the latest research trends in technology acceptance models and theories. It presents high-quality empirical and review studies focusing on the main theoretical models and their applications across various technologies and contexts. It also provides insights into the theoretical and practical aspects of different technological innovations that assist decision-makers in formulating the required policies and procedures for adopting a specific technology.

Business & Management Practices Duygu Fırat,Osman Yılmaz,Detelina Smilkova,2019-12-18 Businesses are important for economic development of nation and increasing of living standards of people. Also, management is a critical factor for both businesses because it creates utility for businesses. All the success and failure depend upon business functions and management. In this context, this book contains three important factors of business management. In the first part of the book covers strategic management subjects; especially entrepreneurship and human resource management. The second part of the book includes accounting and auditing. The third part of the book is about marketing.

İLETIŞIM ÇALIŞMALARI 2022 Prof. Dr. Aytekin İşman ,Prof. Dr. Aydın Ziya Özgür ,Prof. Dr. Yusuf Adıgüzel ,Doç. Dr. Nesrin Akıncı Çötok ,Doç. Dr. Dilan Çiftçi ,Dr. Öğretim Üyesi Mustafa Öztunç,2023-01-10 Akademik yayıncılık faaliyetleri açısından oldukça değerli olan "İletişim Çalışmaları" adlı kitap, 2015 yılından bu yana düzenli olarak yayınlanmaktadır. Bu yıl yedincisini yayımladığımız "İletişim Çalışmaları 2022" adlı bu kitap, disiplinlerarası bir çalışma alanı olan İletişim alanında değişen çok farklı bilgi ve araştırmayı bilim dünyasına ve okurlarına sistematik şekilde sunmaktadır. "İletişim Çalışmaları 2022" adlı bu çalışmanın temel amacı, uygulamalı ve disiplinlerarası bir bilim dalı olan "iletişim" alanında yapılan akademik çalışmaları çoğaltıp, yeni araştırma ve araştırmacıları teşvik edip, yapılan çalışmaların niteliğini, çeşitliliğini, ulusal ve uluslararası etkisini arttırıp bu alanda çalışan akademisyenler arasındaki işbirliğini güçlendirmek ve sektörle eğitim dünyasının iyi iletişim kurması amacı taşımaktadır. Ayrıca bu kitabın, ülkemizde iletişim alanının gelişmesine katkı sağlarken yeni araştırmaların, yaklaşımların ve uygulamaların alan uzmanları ile paylaşılmasına olanak sağlayacağından kuşkumuz yoktur. "İletişim Çalışmaları 2022" kitabımızın ayrıca ülkemizde iletişim alanının bağımsız bir bilim alanı olarak anılmasına ve sektöre önemli katkılar sağlayacağını ümit ediyoruz.

Advances in Intelligent Manufacturing and Service System Informatics Zekâi Şen,Özer Uygun,Caner Erden,2023-11-02 This book comprises the proceedings of the 12th International Symposium on Intelligent Manufacturing and Service Systems 2023. The contents of this volume focus on recent technological advances in the field of artificial intelligence in manufacturing & service systems including machine learning, autonomous control, bioinformatics, human-artificial intelligence interaction, digital twin, robotic systems, sybersecurity, etc. This volume will prove a valuable resource for those in academia and industry.

The Essentials of Today's Marketing-2 İnci ERDOĞAN TARAKÇI,Ramazan ASLAN,2023-06-30 CONTENTS SEARCH ENGINE OPTIMIZATION (SEO) and SEARCH ENGINE MARKETING (SEM) - Ali OSAN METAVERSE MARKETING - Buket BORA SEMİZ SOCIAL MEDIA INFLUENCER MARKETING - Cansev ÖZDEMİR - Özel KILIÇ METAVERSE MARKETING IN THE DIGITAL AGE - DİLEK AYDOĞDU RETENTION MARKETING - Emine Pınar SAYGIN INFLUENCER MARKETING - Özlen ONURLU - Gözde KANDEMİR ÇOMOĞLU MARKETING RESEARCH - GÜLİZ AKSOY INTERNATIONAL MARKETING (Challenges and Competition) - Hatice GENÇ KAVAS ARTIFICIAL INTELLIGENCE IN AGRICULTURAL MARKETING - İbrahim ALKARA GUERRILLA MARKETING - İlknur AYAR E-MAIL MARKETING IN ALL ITS DIMENSIONS: LITERATURE, SERVER SELECTION, AUXILIARY TOOLS, SAMPLE CODING AND DESIGN - Muhammet DAMAR AFFILIATE MARKETING - Semih OKUTAN POST MODERN MARKETING - Şerife SALMAN AVATAR MARKETING - Tolga TORUN SCENT MARKETING - Volkan TEMİZKAN AGILE MARKETING - Yakup ERDOĞAN - Gürkan ÇALIŞKAN SEMIOTIC MARKETING - Yaşar GÜLTEKİN - Zuhal ÇİLİNGİR ÜK INBOUND AND OUTBOUND MARKETING - Meysure Evren ÇELİK SÜTİÇER DEMARKETING - Özlen ONURLU - İrem Deniz DOĞULU - Merve TAŞDEMİR DIGITAL MARKETING - Ramazan ASLAN

Sadece Hakkımı Aradım Volkan Yorulmaz, Bu kitap, kitap haline getirmek için düşünülüp de kaleme alınmamış, birbirinden bağımsız müşteri tecrübelerimi bir araya getirip okuyuculara karşılaştıkları ya da karşılaşabilecekleri olumsuz müşteri deneyimlerinde nasıl hareket etmeleri konusunda yol göstermek amacıyla derlenmiştir. Bununla beraber kitap, müşteri merkezli olmanın kar amaçlı olan tüm şirketler için temel olduğu çağımızda müşterilerin ne gibi tatsız deneyimler yaşadığını firmaların yönetici ve karar alıcı pozisyonundaki kişilere göstererek, bu gibi durumların önüne geçilmesi için bir uyarı ya da hatırlatma niteliğindedir. Unutulmamalıdır ki, kimse ne sadece şirket sahibi veya yöneticisi pozisyonundakir, ne de sadece müşteri veya tüketicidir. Rollerin birbiriyle geçiştiği günümüz tüketim toplumunda birbirimizin ihtiyaçlarını ve sorunları anlayıp bunları gidermek memnuniyeti artıracağı gibi beraberinde müşterinin devamlılığını da getirerek karın sürekliliğini sağlayacaktır. Bu kitaptaki içerikleri hazırlarken amacım kesinlikle herhangi bir kurumu ya da kurum çalışanını karalamak olmadı. Sade bir müşteri olarak gerçekten haksızlığa uğradığımı gördüğüm, bazı şeylerin düzeltilebileceğine inandığım anlarda o kurumla ilgili birşeyler kaleme alıp insanlarla başımdan geçenleri paylaşmak istedim. Benim radarıma giren firmalar Hepsiburada, Shell, Carrefour, Anadolu Jet, Garanti Bankası, Akbank, Gloria Jeans gibi pek çoğumuzun işinin düştüğü, yolunun geçtiği kurumlar oldu. Bu durum, bu firmaların her daim müşterilerini mutsuz ettiği anlamına gelmediği gibi bu firmalarla aynı sektörde yer alan rakiplerinin de sorunsuz olduğu anlamı taşımamaktadır. Kitapta paylaştığım tecrübelerimi kaleme aldığım gündeki halinden değişiklik yapmamaya, bir başka deyişle üzerinde editörlük yapmamaya özellikle dikkat ettim. Bunun arkasındaki amacım onları kaleme aldığım günkü duygularımı aynen okuyucuya iletebilmektir. Biliyorum ki bir tüketici olarak bazen yapmış olduğumuz bir alışveriş sonrası duygusal olarak çok yıpranabiliyoruz. İşte bu

Kampanyalar 2012 - 2019 Elvin Ekşioğlu,2020-01-16 Türkiye'de 2012'den 2019'a kadar gerçekleştirilen kayda değer tüm reklam kampanyalarının bilgi ve künyelerini bulabileceğiz derli toplu bir çalışma.

Ağ Teknolojileri ve Telekomünikasyon Cebrail Taşkın, Bu kitap ile 'Haberleşme Sistemlerinin Temelleri', 'Bilgisayar Ağları', 'Telekomünikasyon Ağları', 'Yeni Nesil Ağlar', 'Yeni Nesil Ağlar', 'Yeni Nesil Telekomünikasyon Servisleri', 'Bilgi Güvenliği ve Siber Güvenlik' ve 'Uluslararası Ağ Standartlaşma Kuruluşları' geniş hatlarıyla irdelenmiş ve bu alanda Türkçe temel bir kaynak sunma amaçlanmıştır. Dr. Cebrail Taşkın'ın Akademik çalışmaları ve Türk Telekom'da kazandığı deneyimler ile kaleme aldığı pratik bilgiler okuyucuya yalın bir dille sunulmaktadır. Kitap, üniversitelerin Elektrik, Elektronik, Haberleşme ve Telekomünikasyon bölümlerinde kaynak kitap olarak okutulabilir. Aynı zamanda, Telekomünikasyon alanında çalışanlar ve öğrenim görenler için bir başucu kitabı olarak temin edilebilir. Güncellenmiş ve genişletilmiş yeni baskıda; Haberleşme Sistemlerinin Temelleri, Mobil Şebekeler, Data Şebekeleri, Transmisyon Şebekeleri, Erişim Şebekeleri, Katma Değerli Servisler, Ağ Güvenliği ve Dijital Gelecek konuları geniş hatları ile ele alınmaktadır. Dijital Dönüşüm, Sosyal Ağlar, Nesnelerin İnterneti ve Büyük Veri konuları yeni baskıda Dijital Gelecek başlığı altında detaylı anlatılmaktadır İÇİNDEKİLER • Haberleşme Sistemlerinin Temelleri, Modülasyon, Veri İletimi • Bilgisayar Ağları: LAN, MAN, WAN, Ağ Topolojileri, Fiber, Coaxiel ve Twisted Pair Kablolar, Ethernet, Token Bus, Token Bus, Token Ring, FDDI Ağlar • Ağlarda Kullanılan Ekipmanlar: Modem, Hub, Switch, Bridge, Router, Gateway • Data Şebekeleri: X.25, FR, LL, IP, ISDN, ATM • Ses Şebekeleri: PSTN Şebekeleri, GSM, GPRS, EDGE, UMTS (3G), LTE (4G) • Katma Değerli Servisler: IPTV, WebTV, OTT, VoIP, VoD, Video Konferans • Erişim Şebekeleri: ADSL, GSHDSL, Kablo TV, Metro Ethernet, Wireless Network, Wimax, Free Space Optic • Yeni Nesil Ağlar: MPLS, MPLmS, GMPLS, IP over WDM • Transmisyon Şebekeleri: PDH, TDM, SDH, WDM • Ağ Güvenliği: Ağlar için Temel Güvenlik Önlemleri, Saldırılar, IDS, Virüsler ve Korsanlar, Siber Güvenlik • Dijital Gelecek: Dijital Dönüşüm, Sosy

Dijital(in) Ritmi İletişim, Medya ve Kültür Alanlarında Yeni Perspektifler Selma KOÇ AKGÜL, Betül PAZARBAŞI, 2020-12-17 Kitap, insanın dünya ile ilişkilerinde aracılık yapan internet ve bilgi teknolojileri ile dijital ağların iletişim, medya ve kültür izdüşümlerini sosyal bilimlerin farklı disiplinlerinin bakış açısıyla incelemektedir. Televizyon yeni bir teknolojik ürün olarak hayatımıza dahil olduğunda, insanı evinin içine hapsedip evin kapılarını ise gerçeğin hayali olan düş dünyasına açtığı gerekçesiyle eleştiriliyordu. Bugün dijital teknoloji ve ağların sınırsız özgürlüğü içinde kendimizi hapsettiğimiz sanal dünyada sosyalleştiğimiz fantazyasının Küresel! Covid 19 pandemisi ile parçalanması ve yalnızlığın soğuk dokunuşunu hissetmemek için aynı düş dünyasına dalmak zorunda bırakılmamız ne kadar da acı. Alver'in ifade ettiği şekliyle internet ve dijital ağlar; hem kitle iletişimine hem de bireyselleştirilmiş kitle iletişimine olanak sağlamakta, iletişimsel eylemin medyatikleşmesi; iletişim, kültür ve medyaya dayanmakta ve bu sürece insan-makine / bilgisayar-yapay zeka iletişimi dahil olmaktadır. İletişim ve medya teknolojisinin gelişimiyle medyatikleşen iletişim eyleminin oluşturduğu "Büyük Veri" Lorcu ve arkadaşları tarafından parmaklarımızın dokunuşu, sesimiz ya da görüntümüzle eyleme geçmeye hazır olarak tanımlanmakta dijital platformlarda bilimsel araştırma yöntemleri ile ilgili yol haritası çizilmektedir. Bu süreçte Polat ve Alioğlu ise dijital cihazların kompülsif ve yaygın kullanımının sosyal medya ve çevrim içi video oyunlarıyla aşırı uğraş ve bunlarla ilişkili psikolojik, fiziksel zararlara dair toplumsal kaygıları giderek arttırdığına dikkat çekmektedir.

Pazarla-Ma Teoriden Pratiğe İnci ERDOĞAN TARAKÇI,Mehmet BAŞ,2022-03-22 Pazarlama kavramı tarihsel süreç içerisinde dönemsel konjonktüre uygun olarak farklı şekillerde tanımlanmıştır. Günümüzde sadece ürünlerin pazarlamasının çok ötesinde farklı değerlerin de pazarlama faaliyetlerinin kullanılmasıyla hedef kitlelere ulaştırıldığı bilinmektedir. Bu durum, farklı disiplinlerin pazarlama bilimi ile birlikte çalışması ile ortaya çıkmıştır. Gelecekte çok daha farklı bilim alanlarında pazarlamanın öneminin artacağı öngörülmektedir. "Pazarla-Ma Teoriden Pratiğe" başlıklı bu eserde literatüre ve işletmelere katkı sağlayacak pazarlama kavramının kullanıldığı farklı disiplinlerdeki eserler bir araya getirilmiştir. İÇİNDEKİLER İÇERİK PAZARLAMA CANER DİNCER Z KUŞAĞINA PAZARLA-MA CEYDA AYSUNA TÜRKYILMAZ BURAK LEBLEBİCİOĞLU PAZARLAMA 5.0' DA MARKA İLETİŞİMİNİ GELİŞTİREN UYGULAMALAR EVRİM DERINÖZLÜ E-PAZARYERLERİNİN SOSYAL MEDYADA DİJİTAL İÇERİK PAZARLAMASI PERFORMANSLARI: SOSYAL METRİKLERE DAYALI BİR ETKİLEŞİM ANALİZİ FATİH GÜRSES NÖROPAZARLAMA FATMA BECERİKLİ SOSYAL MEDYA PAZARLAMASI FATMA BECERİKLİ ETKİLEYİCİ KİŞİ (INFLUENCER) PAZARLAMASI FATMANUR YILMAZ GİZLİ (STEALTH) PAZARLAMA FATMANUR YILMAZ DİJİTAL PAZARLAMA HASAN SARIKAYA KİŞİSELLEŞTİRİLMİŞ PAZARLAMA HASAN SARIKAYA SAĞLIK HİZMETLERİ PAZARLAMASI VE KARMA ELEMANLARI HİLAL KAMER PAZARLAMAYA YENİ ELEŞTİREL YAKLAŞIMLAR AÇISINDAN SÜRDÜRÜLEBİLİRLİĞİN VE GÖNÜLLÜ SADELİĞIN TÜKETİCİ ÜZERİNDEKİ ETKİSİ ÖZLEN ONURLU - SALİHA UYAK ÇELİK - GÖZDE KANDEMİR ÇOMOĞLU SİYASAL PAZAR BÖLÜMLENDİRME RAMAZAN ASLAN METAVERSE VE DİJİTAL FIRSATLAR ZEYNEP AYTAÇ

SIRRI E-TİCARET (E-TİCARET SIRRI), 2023-06-10 Herkes başarmak ister, kimse başarısız olmak istemez. Herkes öğrenmeden başarı ister ama başarı öğrenmeden elde edilmez. Herkes okumadan bilmek ister ama okunmadan bilinmez. Herkes tecrübe etmeden kazanmak ister ama tecrübe edilmeden kazanılmaz. Sende herkes gibi mi olacaksın? Yoksa kazanan az kişilerden biri mi olacaksın! E-ticarete dair herşey bu kitapta derlendi. Kitabı bitirdiğinde e-ticarete aklındaki soru işaretleri silinecek. Vakit kaybetmeden hemen başla!

World Development Report 2022 World Bank, 2022-05-14 The COVID-19 pandemic triggered the largest global economic crisis in more than a century. In 2020, economic activity contracted in 90 percent of countries, the world economy shrank by about 3 percent, and global poverty increased for the first time in a generation. Governments responded rapidly with fiscal, monetary, and financial policies that alleviated the worst immediate economic impacts of the crisis. Yet the world must still contend with the significant longer-term financial and economic risks caused by, or exacerbated by, the pandemic and the government responses needed to mitigate its effects. World Development Report 2022: Finance for an Equitable Recovery examines the central role of finance in the economic recovery from COVID-19. Based on an in-depth look at the consequences of the crisis most likely to affect low- and middle-income economies, it advocates a set of policies and measures to mitigate the interconnected economic risks stemming from the pandemic—risks that may become more acute as stimulus measures are withdrawn at both the domestic and global levels. Those policies include the efficient and transparent management of nonperforming loans to mitigate threats to financial stability, insolvency reforms to allow for the orderly reduction of unsustainable debts, innovations in risk management and lending models to ensure continued access to credit for households and businesses, and improvements in sovereign debt management to preserve the ability of governments to support an equitable recovery.

Human Systems Engineering and Design (IHSED 2021): Future Trends and Applications Waldemar Karwowski, Tareq Ahram, Mario Milicevic, Darko Etinger and Krunoslav Zubrinic, 2021-09-25 Proceedings of the 4th International Conference on Human Systems Engineering and Design (IHSED2021): Future Trends and Applications, September 23–25, 2021, University of Dubrovnik, Croatia

Digital Stractics Chris Outram,2016-04-29 In the world of digital business, the line between strategy and tactics is blurring. Traditionally large companies would adopt strategic frameworks which planned over three- to five-year timescales, while most digital start-ups had little interest in comprehensive and rigorous strategic processes and simply set themselves vision and worked out how to get there along the way. In today's digital economy even large companies are finding that their planning horizons are being measured in months rather than years or quarters (if not yet in

the weeks or even days of startups). On the other hand, investors are less swayed by the excitement of 'digital' and expect harder and more rigorous medium term planning from start-ups. As a result, while the empirical process of learning by doing is becoming part of traditional companies' strategy processes, digital pure plays are no longer just making it up as they go along, but actively learning and changing as they go along. In short: on the battlefield of online commerce, strategy blends with tactics. Indeed, the distinction between pure play and hybrid is increasingly redundant as more holistic business models begin to emerge. Digital Stractics captures the experience and insights of some 60 entrepreneurs, CEOs and chairmen of both pure plays and hybrids to formulate frameworks within which both pure plays and hybrids can shape their strategy and business models. As timescales between 'plan' and 'do' collapse strategy and tactics have to blend. The world of STRACTICS is upon us.

Translation and Gender Faruk Yücel, Mehmet Tahir Öncü, 2024-01-02 Language as a complex and dynamic phenomenon is an important instrument for reflecting individual and social identity. The formation of languages under the influence of specific norms and rules, which depend on historical and cultural developments, goes beyond their mere use as a means of communication. Languages are used to formulate thoughts, express emotions, demonstrate behaviour and produce artistic texts as skills and actions. Languages are also used to exert pressure, direct thoughts and influence people. Especially since the 1970s, under the influence of women's rights and feminist approaches in the West, language has played a prominent role in the reflection on gender and identity in cultural, linguistic and literary studies. This influence has led to an increased awareness of how language shapes and perpetuates concepts of gender and identity. Against this backdrop, this thesis will analyse various dimensions of the linguistic construction of gender and identity and examine their impact on socio-cultural structures. Translation and Gender: Beyond Power and Boundaries is an anthology of studies that analyse in depth the connections between translation and gender, translation and women, and translation and feminist understanding. The publication offers the opportunity to discuss various topics and answer questions related to different approaches.

Analytic Hierarchy Process with Fuzzy Sets Extensions Cengiz Kahraman, Selcuk Cebi, 2023-10-28 This book presents a comprehensive guide to Analytic Hierarchy Process with Fuzzy Sets Extensions. Written by prominent researchers, it offers readers a step-by-step approach to decision-making that can be applied to a wide range of real-world problems. With clear explanations and practical examples, this book is an essential resource for researchers, lecturers, and postgraduate students pursuing research on Analytic Hierarchy Process with Fuzzy Sets Extensions. Each chapter in the book provides a wealth of both basic and advanced concepts, including Interval Type-2 Fuzzy AHP, Intuitionistic Fuzzy AHP, Hesitant Fuzzy AHP, Pythagorean Fuzzy AHP, Picture Fuzzy AHP, q-Rung Orthopair Fuzzy AHP, Spherical Fuzzy AHP, Circular Intuitionistic Fuzzy AHP, and Decomposed Fuzzy AHP. To foster a better understanding, all the chapters include relevant numerical examples or case studies, making it easy to apply the concepts in practice. Moreover, the book extends all the main aspects of Analytic Hierarchy Process with Fuzzy Sets Extensions, presenting a dynamic snapshot of the field that is expected to stimulate new directions, ideas, and developments. In summary, this book is an essential reference guide for anyone seeking to gain a deep understanding of Analytic Hierarchy Process with Fuzzy Sets Extensions. It is written in a rigorous and scholarly manner, making it a valuable resource for researchers and academics. Order your copy today and discover the practical insights and strategies for decision-making offered by this authoritative volume.

Urban Water Reuse Handbook Saeid Eslamian, 2016-01-05 Examining the current literature, research, and relevant case studies, presented by a team of international experts, the Urban Water Reuse Handbook discusses the pros and cons of water reuse and explores new and alternative methods for obtaining a sustainable water supply. The book defines water reuse guidelines, describes the historical and curren

E-Retail Zero Friction In A Digital Universe Gregory Thain ,Alexandra Skey,2015-05-14 A review of E-Retail and the changes the digital universe are making to our life, industry, retail possibilities. A world where the barriers to buying, selling and creating products online are gone for everyone. Read the story of - How It All Began, The World is Flat, Is the Big Box Really Dead, The Entrepreneurial Revival, Customers Wear the Crown, The Global Consumer, and much more. Keywords: E-Retail, Digital, Wal-Mart, Internet, individual

Whispering the Secrets of Language: An Emotional Quest through Hepsiburada

In a digitally-driven world wherever monitors reign great and instant conversation drowns out the subtleties of language, the profound techniques and emotional subtleties concealed within phrases frequently go unheard. Yet, located within the pages of **Hepsiburada** a charming fictional prize blinking with raw emotions, lies an exceptional journey waiting to be undertaken. Composed by a skilled wordsmith, this charming opus attracts viewers on an introspective trip, delicately unraveling the veiled truths and profound affect resonating within ab muscles cloth of each and every word. Within the mental depths of this touching evaluation, we can embark upon a honest exploration of the book is key styles, dissect their fascinating publishing style, and yield to the strong resonance it evokes heavy within the recesses of readers hearts.

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Hepsiburada Introduction

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