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R?zvano?lu, Kerem

The Rise of the Curator Class Steffon Davis, 2019-03-14 Pairing big ideas in marketing with the popular activity of content curation, *The Rise of the Curator Class* positions curation as a humanization movement that is restructuring the internet. Curation is set to overturn the \$2.2 trillion global creative industry, revolutionizing how we create, market, and discover content. In the era of content overload and fake news, in which everything to buy, listen to, read, or watch is available online, there is one group of people who have learned to thrive in this climate of superabundance: the curator class, whose influence and power grows as more people look to them as guides. This new curator class is rewriting traditional curation, tackling the overload and making sense of it for others. In the past, curation was available to an elite few. Now, internet platforms such as Pinterest, Spotify, and Twitter empower hundreds of millions of people to curate their ideas for anyone who may be interested, revolutionizing how content is marketed and sold. *The Rise of the Curator Class* explains how curation is disrupting internet commerce as consumer trust moves farther away from traditional brands and closer to the curators who lead tastes, and it equips readers to think critically about how curation can work for them.

How to Build a Billion Dollar App George Berkowski, 2014-09-04 THE ULTIMATE GUIDE TO BUILDING AN APP-BASED BUSINESS 'A must read for anyone who wants to start a mobile app business' Riccardo Zacconi, founder and CEO King Digital (maker of Candy Crush Saga) 'A fascinating deep dive into the world of billion-dollar apps. Essential reading for anyone trying to build the next must-have app' Michael Acton Smith, Founder and CEO, Mind Candy Apps have changed the way we communicate, shop, play, interact and travel and their phenomenal popularity has presented possibly the biggest business opportunity in history. In *How to Build a Billion Dollar App*, serial tech entrepreneur George Berkowski gives you exclusive access to the secrets behind the success of the select group of apps that have achieved billion-dollar success. Berkowski draws exclusively on the inside stories of the billion-dollar app club members, including Instagram, Whatsapp, Snapchat, Candy Crush and Uber to provide all the information you need to create your own spectacularly successful mobile business. He guides you through each step, from an idea scribbled on the back of an envelope, through to finding a cofounder, building a team, attracting (and keeping) millions of users, all the way through to juggling the pressures of being CEO of a billion-dollar company (and still staying ahead of the competition). If you've ever dreamed of quitting your nine to five job to launch your own company, you're a gifted developer, seasoned entrepreneur or just intrigued by mobile technology, *How to Build a Billion Dollar App* will show you what it really takes to create your own billion-dollar, mobile business.

Research and Design Innovations for Mobile User Experience R?zvano?lu, Kerem, 2013-08-31 Mobile devices allow users to remain connected with each other anytime and anywhere, but flaws and limitations in the design of mobile interfaces have often constituted frustrating obstacles to usability. *Research and Design Innovations for Mobile User Experience* offers innovative design solutions for mobile human-computer interfaces, addressing both challenges and opportunities in the field to pragmatically improve the accessibility of mobile technologies. Through cutting-edge empirical studies and investigative cases, this reference book will enable designers, developers, managers, and experts of mobile computer interfaces with the most up-to-date tools and techniques for providing their users with an outstanding mobile experience.

Fintech Business Models Matthias Fischer, 2021-02-08 This book on fintechs shows an international comparison on a global level. It is the first book where 10 years of financing rounds for fintechs have been analyzed for 10 different fintech segments. It is the first book to show the Canvas business model for fintechs. Professionals and students get a global understanding of fintechs. The case examples in the book cover Europe, the U.S. and China. About the author: Matthias Fischer is professor of finance and banking at the Institute of Technology Nuremberg Georg-Simon-Ohm in Germany. His research has focused on strategy and M&A in the banking sector, value-based management, robo-advisory and fintechs. Dr. Fischer also serves as a member of the Groupe de Recherche en Management at the IAE Nice Graduate School of Management, Université Côte d'Azur in France. He is internationally active as a strategy and financial advisor. Reviews of the book: FinTech is not the next 'big thing.' It is the big thing now! FinTech is the new business model for the global financial sector, offering clear and enormous potential for vast economies of scale and scope, massive cost savings and efficiency gains, significant risk reduction, and opening the door to banking for literally billions of currently unbanked people. Professor Fischer has done a masterful job of expertly and informatively taking us through all aspects of the revolutionary new FinTech business models. Using state-of-the-art research techniques, he insightfully shows us how FinTech firms are financed and how they aspire to create value. His in-depth case studies unlock the keys to success in the FinTech sector. His fascinating book is a 'must read' for all financial professionals. Dr. Stephen Morrell, Professor of Economics and Finance, Andreas School of Business, Barry University, Miami, USA Matthias Fischer's latest book offers a comprehensive overview of Fintech business models around the world. With a very pedagogical approach, and in a particularly fluid style, the author takes us into the strategic logics of these new entrants to finance, who are carriers of innovation and sometimes of disruption, and whose strategies are focused on the need to always meet the emerging expectations of their customers. This precise and well-documented analysis should enable banks to reposition themselves in their ecosystem by studying these new business models, which will enable them to boost their growth. Professor Dr. Nadine Tournois, Dean of IAE Nice Graduate School of Management, Université Côte d'Azur, France, Chevalier de la Légion d'honneur *Fintech Business Models* is a must-have book to understand the rapid and intense changes occurring in the financial sector. New technologies have allowed the birth of new financial species, such as Fintech, more adapted to the new digital economy. The content dedicated to the application of blockchain technology helps to understand its opportunities in the financial sector, not only in the means of payment and cryptoactives, but also in how blockchain can make multiple internal processes improve, allowing to optimize the management, efficiency and even security of operations. Without any doubt, this book offers an extraordinary vision of how the fintech sector has become a catalyst for change in banking in the context of the current Digital Society. Phd. Ricardo Palomo, Full Professor of Finance, Deputy Chancellor for Digital Transformation at Universidad CEU San Pablo, Madrid, Spain and member of the Board of Alastria Blockchain Ecosystem This book provides a detailed and original overview of the most important fintech business models in the major global markets. Through a savvy use of the well-known Business Model Canvas methodology, the author explores the unique ecosystem, business model's components, and sources of competitive advantage of successful fintech firms. The book, in particular, offers an insightful and comprehensive analysis of the winning and losing strategies and performances of fintech firms by segment of activity such as, instant digital payments, crowd-funding, robo-advisory, alternative finance, credit & factoring, social trading, personal finance management, blockchain and cryptocurrencies. It is indeed a very unique and valuable study on the fintech industry, its trends, and its emerging business models. Prof. Ivo Pezzuto, The International School of Management, Paris, France and Adjunct Professor of International Business and Strategic Management Università Cattolica del Sacro Cuore, Department of Business Management, Milan, Italy The emergence of fintechs is one of the most relevant drivers of change in the financial services industry. The book presented here delivers an impressive overview of fintechs' activity areas, business models and funding patterns. The book reflects the state of the art of the current fintech world. Prof. Dr. Jürgen Moormann, Professor of Bank and Process Management at Frankfurt School of Finance & Management, Germany

Online around the World Laura M. Steckman, Marilyn J. Andrews, 2017-05-24 Covering more than 80 countries around the world, this book provides a compelling, contemporary snapshot of how people in other countries are using the Internet, social media, and mobile apps. How do people in other countries use the social media platform Facebook differently than Americans do? What topics are discussed on the largest online forum—one in Indonesia, with more than seven million registered users? Why does Mongolia rate in the top-ten countries worldwide for peak Internet speeds? Readers of *Online around the World: A Geographic Encyclopedia of the Internet, Social Media, and Mobile Apps* will discover the answers to these questions and learn about people's Internet and social media preferences on six continents—outside of the online community of users within the United States. The book begins with an overview of the Internet, social media platforms, and mobile apps that chronologically examines the development of technological innovations that have made the Internet what it is today. The country-specific entries that follow the overview provide demographic information and describe specific events influenced by online communications, allowing readers to better appreciate the incredible power of online interactions across otherwise-unconnected individuals and the realities and peculiarities of how people communicate in today's fast-paced, globalized, and high-technology environment. This encyclopedia presents social media and the Internet in new light, identifying how the use of language and the specific application of human culture impacts emerging technologies and communications, dramatically affecting everything from politics to social

activism, education, and censorship.

Communication Technology Update and Fundamentals August E. Grant, 2014-08-07 A classic now in its 14th edition, *Communication Technology Update and Fundamentals* is the single best resource for students and professionals looking to brush up on how these technologies have developed, grown, and converged, as well as what's in store for the future. It begins by developing the communication technology framework—the history, ecosystem, and structure—then delves into each type of technology, including everything from mass media, to computers and consumer electronics, to networking technologies. Each chapter is written by faculty and industry experts who provide snapshots of the state of each individual field, altogether providing a broad overview of the role communication technologies play in our everyday lives. Key features: Gives students and professionals the latest information in all areas of communication technology The companion website offers updated information and useful links to related industry resources, and an instructor site provides a sample syllabus and a test bank This edition features new chapters on automotive telematics, digital health, and telepresence, as well as expanded coverage of tablets/phablets and 4K (ultra high definition television)

Design, Operation and Evaluation of Mobile Communications Gavriel Salvendy, June Wei, 2022-06-16 This book constitutes the refereed proceedings of the Third International Conference on Design, Operation and Evaluation of Mobile Communications, MOBILE 2022, held as part of the 23rd International Conference, HCI International 2022, which was held virtually in June/July 2022. The total of 1271 papers and 275 posters included in the HCI 2022 proceedings was carefully reviewed and selected from 5487 submissions. The MOBILE 2022 proceedings were organized in the following topical sections: Designing Mobile Interactions and Systems; User Experience and Adoption of Mobile Communications; Mobile Commerce and Advertising; Mobile Interactions with Agents; Emerging Mobile Technologies.

Interactive Collaborative Learning Michael E. Auer, David Guralnick, James Uhomobhi, 2016-12-31 This book presents the proceedings of the 19th International Conference on Interactive Collaborative Learning, held 21-23 September 2016 at Clayton Hotel in Belfast, UK. We are currently witnessing a significant transformation in the development of education. The impact of globalisation on all areas of human life, the exponential acceleration of developments in both technology and the global markets, and the growing need for flexibility and agility are essential and challenging elements of this process that have to be addressed in general, but especially in the context of engineering education. To face these topical and very real challenges, higher education is called upon to find innovative responses. Since being founded in 1998, this conference has consistently been devoted to finding new approaches to learning, with a focus on collaborative learning. Today the ICL conferences have established themselves as a vital forum for the exchange of information on key trends and findings, and of practical lessons learned while developing and testing elements of new technologies and pedagogies in learning.

Proceedings of the 2022 International Conference on Economics, Smart Finance and Contemporary Trade (ESFCT 2022) Faruk Balli, Au Yong Hui Nee, Sikandar Ali Qalati, 2022-12-28 This is an open access book. As a leading role in the global megatrend of scientific innovation, China has been creating a more and more open environment for scientific innovation, increasing the depth and breadth of academic cooperation, and building a community of innovation that benefits all. Such endeavors are making new contributions to the globalization and creating a community of shared future. To adapt to this changing world and China's fast development in the new era, The 2022 International Conference on Economics, Smart Finance and Contemporary Trade to be held in July 2022. This conference takes bringing together global wisdom in scientific innovation to promote high-quality development as the theme and focuses on cutting-edge research fields including Economics, Smart Finance and Contemporary Trade. This conference aims to boost development of the Greater Bay Area, expand channels of international academic exchange in science and technology, build a sharing platform of academic resources, promote scientific innovation on the global scale, strengthen academic cooperation between China and the outside world, enhance development of new energy and materials and IT, AI, and biomedicine industries. It also aims to encourage exchange of information on frontiers of research in different areas, connect the most advanced academic resources in China and the world, turn research results into industrial solutions, and bring together talents, technologies and capital to boost development.

Entrepreneurship in Power Semiconductor Devices, Power Electronics, and Electric Machines and Drive Systems Krishnan Ramu, 2020-12-07 *Entrepreneurship in Power Semiconductor Devices, Power Electronics, and Electric Machines and Drive Systems* introduces the basics of entrepreneurship and a methodology for the study of entrepreneurship in electrical engineering and other engineering fields. Entrepreneurship is considered here in three fields of electrical engineering, viz. power semiconductor devices, power electronics and electric machines and drive systems, and their current practice. It prepares the reader by providing a review of the subject matter in the three fields, their current status in research and development with analysis aspect as needed, thus allowing readers to gain self-sufficiency while reading the book. Each field's emerging applications, current market and future market forecasts are introduced to understand the basis and need for emerging startups. Practical learning is introduced in: (i) power semiconductor devices entrepreneurship through the prism of 20 startups in detail, (ii) power electronics entrepreneurship through 28 startup companies arranged under various application fields and (iii) electric machines and drive systems entrepreneurship through 15 startups in electromagnetic and 1 in electrostatic machines and drive systems. The book: (i) demystifies entrepreneurship in a practical way to equip engineers and students with entrepreneurship as an option for their professional growth, pursuit and success; (ii) provides engineering managers and corporate-level executives a detailed view of entrepreneurship activities in the considered three fields that may potentially impact their businesses, (iii) provides entrepreneurship education in an electrical engineering environment and with direct connection and correlation to their fields of study and (iv) endows a methodology that can be effectively employed not only in the three illustrated fields of electrical engineering but in other fields as well. This book is for electrical engineering students and professionals. For use in undergraduate and graduate courses in electrical engineering, the book contains discussion questions, exercise problems, team and class projects, all from a practical point of view, to train students and assist professionals for future entrepreneurship endeavors.

Revolutionizing Tropical Medicine Kerry Atkinson, Prof. David Mabey, 2019-08-27 A comprehensive resource describing innovative technologies and digital health tools that can revolutionize the delivery of health care in low- to middle-income countries, particularly in remote rural impoverished communities *Revolutionizing Tropical Medicine* offers an up-to-date guide for healthcare and other professionals working in low-resource countries where access to health care facilities for diagnosis and treatment is challenging. Rather than suggesting the expensive solution of building new bricks and mortar clinics and hospitals and increasing the number of doctors and nurses in these deprived areas, the authors propose a complete change of mindset. They outline a number of ideas for improving healthcare including rapid diagnostic testing for infectious and non-infectious diseases at a point-of-care facility, together with low cost portable imaging devices. In addition, the authors recommend a change in the way in which health care is delivered. This approach requires task-shifting within the healthcare provision system so that nurses, laboratory technicians, pharmacists and others are trained in the newly available technologies, thus enabling faster and more appropriate triage for people requiring medical treatment. This text: Describes the current burden of communicable and non-communicable diseases in low- to middle-income countries throughout the world Describes the major advances in healthcare outcomes in low-to middle-income countries derived from implementation of the United Nations/World Health Organisation's 2000 Millennium Development Goals Provides a review of inexpensive rapid diagnostic point-of-care tests for infectious diseases in low-resource countries, particularly for people living in remote rural areas Provides a review of other rapid point-of-care services for assessing hematological function, biochemical function, renal function, hepatic function and status including hepatitis, acid-base balance, sickle cell disease, severe acute malnutrition and spirometry Explores the use of low-cost portable imaging devices for use in remote rural areas including a novel method of examining the optic fundus using a smartphone and the extensive value of portable ultrasound scanning when x-ray facilities are not available Describes the use of telemedicine in the clinical management of both children and adults in remote rural settings Looks to the future of clinical management in remote impoverished rural settings using nucleic acid identification of pathogens, the use of nanoparticles for water purification, the use of drones, the use of pulse oximetry and the use of near-infrared spectroscopy Finally, it assesses the potential for future healthcare improvement in impoverished areas and how the United Nations/World Health Organization 2015 Sustainable Development Goals are approaching this. Written for physicians, infectious disease specialists, pathologists, radiologists, nurses, pharmacists and other health care workers, as well as government

healthcare managers, *Revolutionizing Tropical Medicine* is a new up-to-date essential and realistic guide to treating and diagnosing patients in low-resource tropical countries based on new technologies.

Bring Your Human to Work: 10 Surefire Ways to Design a Workplace That Is Good for People, Great for Business, and Just Might Change the World Erica Keswin, 2018-09-28 WALL STREET JOURNAL BESTSELLER The secret to business success? Get REAL and be HUMAN! As human beings, we are built to connect and form relationships. So, it should be no surprise that relationships must also translate into the workplace, where we spend most of our time! Companies that recognize this will retain the most productive, creative, and loyal employees, and invariably seize the competitive edge. The most successful leaders are those who actively form quality relationships with their employees, who honor fundamental human qualities—authenticity, openness, and basic politeness—and apply them day in and day out. Paying attention and genuinely caring about the effects people have on one another is key to developing a winning culture where people perform at the top of their game and want to work. As a workplace strategist and business coach, Erica Keswin has spent over 20 years working with top business leaders and executives to build successful organizations that honor relationships. Featuring case studies from top brands such as, Lyft, Starbucks, Mogul, and SoulCycle, to name a few, *Bring Your Human to Work* distills the key practices of the most human companies into applicable advice that any business leader can use to build a “human workplace.” These building blocks include: • Understanding your company’s role in the world, beyond financial profit • Encouraging employees to be healthy in body and spirit • Running your meetings with clear purpose • Making space for face-to-face interaction • Building professional development into company culture • Inspiring your workforce to give back to the community • Simply saying “thank you” A human company is real, genuine, aligned, and true to itself. A real company flaunts its humanity, instead of hiding it. It’s what the most successful, sustainable companies are doing today, and there’s no reason yours can’t be the same. Keswin’s leadership lessons foster fairness, devotion, and joy in the workplace—all critical elements of a successful business. By bringing your human to work, you can design a workplace that is good for people, great for business, and just might change the world.

Tech Titans of China Rebecca Fannin, 2019-09-03 The rise of China's tech companies and intense competition from the sector is just beginning. This will present an ongoing management and strategy challenge for companies for many years to come. *Tech Titans of China* is the go-to-guide for companies (and those interested in competition from China) seeking to understand China's grand tech ambitions, who the players are and what their strategy is. Fannin, an expert on China, is an internationally-recognized journalist, author and speaker. She hosts 12 live events annually for business leaders, venture capitalists, start-up founders, and others impacted by or interested in cashing in on the Chinese tech industry. In this illuminating book, she provides readers with the ammunition they need to prepare and compete. Featuring detailed profiles of the Chinese tech companies making waves, the tech sectors that matter most in China's grab for super power status, and predictions for China's tech dominance in just 10 years.

The Invincible Company Alexander Osterwalder, Yves Pigneur, Alan Smith, Frederic Etienne, 2020-04-06 The long-awaited follow-up to the international bestsellers, *Business Model Generation* and *Value Proposition Design* Alex Osterwalder and Yves Pigneur’s *Business Model Canvas* changed the way the world creates and plans new business models. It has been used by corporations and startups and consultants around the world and is taught in hundreds of universities. After years of researching how the world’s best companies develop, test, and scale new business models, the authors have produced their definitive work. *The Invincible Company* explains what every organization can learn from the business models of the world’s most exciting companies. The book explains how companies such as Amazon, IKEA, Airbnb, Microsoft, and Logitech, have been able to create immensely successful businesses and disrupt entire industries. At the core of these successes are not just great products and services, but profitable, innovative business models--and the ability to improve existing business models while consistently launching new ones. *The Invincible Company* presents practical new tools for measuring, managing, and accelerating innovation, and strategies for reducing risk when launching new business models. Serving as a blueprint for your growth strategy, *The Invincible Company* explains how to constantly stay ahead of your competition. In-depth chapters explain how to create new growth engines, change how products and services are created and delivered, extract maximum profit from each type of business model, and much more. New tools—such as the Business Model Portfolio Map, Innovation Metrics, Innovation Strategy Framework, and the Culture Map—enable readers to understand how to design invincible companies. *The Invincible Company*: ● Helps large and small companies build their growth strategy and manage their core simultaneously ● Explains the world's best modern and historic business models ● Provides tools to assess your business model, innovation readiness, and all of your innovation projects Presented in striking 4-color, and packed with practical visuals and tools, *The Invincible Company* is a must-have book for business leaders, entrepreneurs, and innovation professionals.

Africa’s Development Dynamics 2021 Digital Transformation for Quality Jobs African Union Commission, OECD, 2021-01-19 Africa’s Development Dynamics uses lessons learned in the continent’s five regions – Central, East, North, Southern and West Africa – to develop policy recommendations and share good practices. Drawing on the most recent statistics, this analysis of development dynamics attempts to help African leaders reach the targets of the African Union’s Agenda 2063 at all levels: continental, regional, national and local.

Transformative Student Experiences in Higher Education Michael G. Strawser, 2018-10-15 This book considers the role, use, and implications of transformative and active instructional strategies in higher education. It examines the changing landscape of higher education and serves as a foundational lens and framework for thinking through higher education from both an experiential and transformative instructional context.

Out-Innovate Alexandre "Alex" Lazarow, 2020-04-07 The new playbook for innovation and startup success is emerging from beyond Silicon Valley--at the frontier. Startups have changed the world. In the United States, many startups, such as Tesla, Apple, and Amazon, have become household names. The economic value of startups has doubled since 1992 and is projected to double again in the next fifteen years. For decades, the hot center of this phenomenon has been Silicon Valley. This is changing fast. Thanks to technology, startups are now taking root everywhere, from Delhi to Detroit to Nairobi to Sao Paulo. Yet despite this globalization of startup activity, our knowledge of how to build successful startups is still drawn primarily from Silicon Valley. As venture capitalist Alexandre Lazarow shows in this insightful and instructive book, this Silicon Valley gospel is due for a refresh--and it comes from what he calls the frontier, the growing constellation of startup ecosystems, outside of the Valley and other major economic centers, that now stretches across the globe. The frontier is a truly different world where startups often must cope with political or economic instability and lack of infrastructure, and where there might be little or no access to angel investors, venture capitalists, or experienced employee pools. Under such conditions, entrepreneurs must be creators who build industries rather than disruptors who change them because there are few existing businesses to disrupt. The companies they create must be global from birth because local markets are too small. They focus on resiliency and sustainability rather than unicorn-style growth at any cost. With rich and wide-ranging stories of frontier innovators from around the world, *Out-Innovate* is the new playbook for innovation--wherever it has the potential to happen.

Social Media Strategy Keith A. Quesenberry, 2015-10-22 *Social Media Strategy* is your guide to practicing marketing, advertising, and public relations in a world of social media-empowered consumers. Grounded in a refreshing balance of concept, theory, industry statistics, and real-world examples, Keith Quesenberry introduces readers to the steps of building a complete social media plan and how companies can integrate the social media consumer landscape. This simple, systematic text leads readers through core marketing concepts and how to think critically about the competitive marketplace—even as it shifts the perspective from an outdated communications-control model to a more effective consumer engagement method provides a step-by-step roadmap for planning social media marketing strategy emphasizes the need to apply solid marketing principles to social media explores how to integrate social media throughout an entire organization gives students and other readers skills vital for leveraging consumer knowledge and influence for the good of a brand. The end result delivers the context, process and tools needed to create a comprehensive and unique social media plan for any business or organization. FOR PROFESSORS: Ancillary resources are available for this title, including a sample syllabus and templates for social media audits, content calendars, storylines, and more.

Marketing Case Studies in Emerging Markets Dilip S. Mutum,

Learning OWL Class Expressions J. Lehmann, 2010-04-02 With the advent of the Semantic Web and Semantic Technologies, ontologies have become one of the most prominent paradigms for knowledge representation and reasoning. However, recent progress in the field faces a lack of well structured ontologies with large amounts of instance data due to the fact that engineering such ontologies requires a considerable investment of

resources. Nowadays, knowledge bases often provide large volumes of data without sophisticated schemata. Hence, methods for automated schema acquisition and maintenance are sought. Schema acquisition is closely related to solving typical classification problems in machine learning, e.g. the detection of chemical compounds causing cancer. In this work, we investigate both, the underlying machine learning techniques and their application to knowledge acquisition in the Semantic Web.

Embracing the Melody of Expression: An Mental Symphony within **Crunchbase Mobile 13**

In a global taken by displays and the ceaseless chatter of quick interaction, the melodic elegance and mental symphony created by the published term usually disappear into the background, eclipsed by the persistent sound and distractions that permeate our lives. However, situated within the pages of **Crunchbase Mobile 13** a marvelous literary value overflowing with fresh emotions, lies an immersive symphony waiting to be embraced. Crafted by a wonderful musician of language, this fascinating masterpiece conducts visitors on a mental journey, skillfully unraveling the hidden melodies and profound impact resonating within each cautiously crafted phrase. Within the depths of this moving examination, we will discover the book is main harmonies, analyze their enthralling writing fashion, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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Crunchbase Mobile 13 Introduction

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