

# Digital Impact

Volker Liermann, Claus Stegmann

**Digital Impact** Vipin Mayar, Geoff Ramsey, 2011-05-18 Win online by attracting the right customers and getting the right performance measurement Digital Impact answers the critical questions marketers have about connecting with and influencing consumers online. Written in an easy-to-read, approachable format, this helpful guide presents provocative content along with practical, commonsense methods that can be followed by any businessperson at companies of all sizes. The discussion hones in on two keys to success: building a performance measurement approach that will let you get maximum impact out of your online marketing and ad dollars, and creating magnetic content that attracts customers and keeps them engaged with your brand. Leverage trust and build ROI in social media and mobile spaces Get actionable data, best practices, cases studies, anecdotes, practical coaching tips and strategic insights Engage customers who typically resist advertising messages Learn from authors who have extensive experience across major industries and accounts, giving them a wide business appeal Whether your budget is corporate-sized or on a shoestring, you'll want to achieve the measurable bottom-line improvements that come with having Digital Impact.

Delivering Impact with Digital Resources Simon Tanner, 2020-01-13 This book provides practical guidance for delivering and sustaining value and impact from digital content. Our digital presence has the power to change lives and life opportunities. We must understand digital values to consider how organisational presence within digital cultures can create change. Impact assessment is the tool to foster understanding of how strategic decisions about digital resources may be fostering change within our communities. Delivering Impact with Digital Resources focuses on introducing both a mechanism and a way to thinking about strategies and evidence of benefits that extend to impact. Such that, the existence of a digital resource shows measurable outcomes that demonstrate a change in the life or life opportunities of the community. The book proposes an updated Balanced Value Impact Model (BVIM) to enable each memory organization to convincingly argue they are an efficient and effective operation, working in innovative modes with digital resources for the positive social and economic benefit of their communities. Coverage includes: · a guide to using the Balanced Value Impact Model and a wide range of data gathering and evidence based methods · exploration of strategy in the context of digital ecosystems, an attention economy and cultural economics · working with communities and stakeholders to deliver on promises implicit in digital resources/activities · major case studies about Europeana, the Wellcome Trust and the National Gallery of Denmark, amongst others · an exploration of the difference between the attitudes expressed by groups within digital cultures versus the actual behaviours they exhibit using impact exemplars from many sectors and geographies to show how they are explored and applied. Readership: This book will be especially useful for those managing digital presences in libraries, archives, galleries and museums including MA and PhD students studying subjects such as librarianship, information science, museums studies, archival studies, publishing, cultural studies and media studies. Companion website <https://www.bvimodel.org/> featuring additional content, BVI model implementations, adaptations and templates and much more.

**Introduction to Digital Transformation** Abbas Strømme-Bakhtiar, This book aims to inform the non-IT specialist about the technological revolution that is taking place and, specifically, how the digital component of it is affecting our lives. It is hoped that this information will fill possible information gaps in readers' mental model, enabling them to make better-informed decisions. This book can also be used as a textbook in a stand-alone introductory course to the digital revolution and its effects on society. The course could be used in both bachelor and master degree programs in business management, healthcare management, sociology, or any other non-IT

programs. Chapter 1. This chapter, although the longest, is a brief review of the interactions between technology, economy, and politics. The subject is a much neglected one, and I believe that understanding of these interactions is vital for understanding the underlying causes of some of our most important pressing issues. The chapter discusses the interactions between technologies, economy, and politics, examining the effect of technologies on economic development and political ideologies. Chapter 2. This chapter deals with technological revolutions in general and the digital revolution in particular. I shall discuss the components of the digital economy. These being: knowledge, digitisation, virtualisation, molecularization, integration/internetworking, disintermediation, convergence, innovation, sharing economy, immediacy, and discordant. In addition, we shall examine the disruptors that are changing the face of competition in the marketplace. Chapter 3. This chapter deals with digital transformation, i.e., the process of using digital technology in all areas of business, changing the way the businesses operate and deliver value to their customers. We shall examine models for dealing with digital transformation. Chapter 4. We shall examine one of the most important developments of the 21st century, namely the advancements in Artificial Intelligence (AI). We shall look at how the human brain works and what is intelligence. We shall look at the artificial neural networks, machine learning, and deep learning. We shall also look at the deployment of AI in various fields such as healthcare, finance, Natural Language Processing (NLP), news media, and warfare. Chapter 5. This chapter deals with one of the most controversial and yet promising developments in finance and distributed secure databases, namely cryptocurrencies and blockchains. This subject is divided into two parts – the first part deals with the cryptocurrencies, and their viability as currencies. One of the most popular cryptocurrencies, the Bitcoin, will be examined in depth. The second part is somewhat technical and deals with the inner workings of the blockchains. As with cryptocurrencies, many see a bright future for the blockchains, especially in the form of smart contracts. Many believe that blockchains will be of great value in areas such as finance, handling contracts, healthcare and more. Blockchain promises to bring disintermediation to many industries and thereby reduce costs. Chapter 6. Technological revolutions tend to disrupt the lives of many middle-aged and older workers. New technologies give birth to new industries, destroying the old industries in the process. New technologies often require special skills that the old industry workers do not possess. The laid-off workers of the old industries can seldom find jobs in new industries since the new industries often rely on new technologies and skills that the old-industry workers do not possess. These workers need training, something that the prospective employers do not provide. Also, the new technologies, including AI, are automating many tasks, reducing the need for human workers. This chapter discusses the issue of automation and its effect on employment. Additionally, the type of jobs that are in danger of automation is discussed as well. Chapter 7. While chapter six discussed the employment situation, chapter seven considers the type of education required by the new industries. Also, the weaknesses of the existing educational system are considered, and alternative systems are proposed. Chapter 8. History tells us that whenever there has been a technological revolution, it has been accompanied by a shift in power, both nationally and internationally. The global shift of power has seldom been a peaceful affair. It often has resulted in major wars and global reorientation. This chapter discusses the possibility of the global shift of power. Currently, there are not that many countries or entities that can be considered as contenders. Of the three, Russia, European Union, and China, only one, China, is considered to have any chance of wresting power from the United States. The technological, economic and military power of China is compared and contrasted with the United States’.

Impact and Role of Digital Technologies in Adolescent Lives Malik, Shaveta, Bansal, Rohit, Tyagi, Amit

Kumar,2021-11-26 Digital technology covers digital information in every form. The world lives in an information age in which massive amounts of data are being produced to improve our daily lives. This intelligent digital network incorporates interconnected people, robots, gadgets, content, and services all determined by digital transformation. The role of digital technologies in children's, adolescent's, and young adult's lives is significantly increasing across the world. New and emerging devices and services promise to make their lives easier as they create new ways of connecting, creating, and relaxing. They also promise to support learning at home and school by enabling ready access to information and new and exciting pathways for young people to follow their interests. Yet, alongside these conveniences come trade-offs with implications for privacy, safety, health, and well-being. **Impact and Role of Digital Technologies in Adolescent Lives** provides a deeper understanding of how digital technologies impact the lives of children, adolescents, and young adults; this includes the navigation of developmental tasks and the issues faced when utilizing these technologies. Covering topics such as adolescent stress, cyberbullying, intellectual disabilities, mental health, obesity, social media, and mindfulness practices, this text is essential for sociologists, psychologists, media analysts, technologists, academicians, researchers, students, non-government and government organizations, and professors.

**Handbook of Research on the Societal Impact of Digital Media** Guzzetti, Barbara,2015-08-27 The evolution of digital media has enhanced global perspectives in all facets of communication, greatly increasing the range, scope, and accessibility of shared information. Due to the tremendously broad-reaching influence of digital media, its impact on learning, behavior, and social interaction has become a widely discussed topic of study, synthesizing the research of academic scholars, community educators, and developers of civic programs. The **Handbook of Research on the Societal Impact of Digital Media** is an authoritative reference source for recent developments in the dynamic field of digital media. This timely publication provides an overview of technological developments in digital media and their myriad applications to literacy, education, and social settings. With its extensive coverage of issues related to digital media use, this handbook is an essential aid for students, instructors, school administrators, and education policymakers who hope to increase and optimize classroom incorporation of digital media. This innovative publication features current empirical studies and theoretical frameworks addressing a variety of topics including chapters on instant messaging, podcasts, video sharing, cell phone and tablet applications, e-discussion lists, e-zines, e-books, e-textiles, virtual worlds, social networking, cyberbullying, and the ethical issues associated with these new technologies.

**Handbook of Research on Digital Transformation, Industry Use Cases, and the Impact of Disruptive Technologies** Wynn, Martin George,2021-10-15 Companies from various sectors of the economy are confronted with the new phenomenon of digital transformation and are faced with the challenge of formulating and implementing a company-wide strategy to incorporate what are often viewed as "disruptive" technologies. These technologies are sometimes associated with significant and extremely rapid change, in some cases with even the replacement of established business models. Many of these technologies have been deployed in unison by leading-edge companies acting as the catalyst for significant process change and people skills enhancement. The **Handbook of Research on Digital Transformation, Industry Use Cases, and the Impact of Disruptive Technologies** examines the phenomenon of digital transformation and the impact of disruptive technologies through the lens of industry case studies where different combinations of these new technologies have been deployed and incorporated into enterprise IT and business strategies. Covering topics including chatbot implementation, multinational companies, cloud computing, internet of things, artificial intelligence, big data and analytics, immersive technologies, and social media, this book is

essential for senior management, IT managers, technologists, computer scientists, cybersecurity analysts, academicians, researchers, IT consultancies, professors, and students.

*Digital Inclusion* Michael Crandall, Karen E. Fisher, 2009 In this important book, Michael Crandall and Karen E. Fisher and a dozen contributors have made Digital Inclusion their rallying cry. They provide a framework for thinking about the effects of community technology on digital inclusion and present concrete examples of the impact successful community technology providers have had on individual users, communities, and society as a whole.

**Handbook of Research on Digital Libraries: Design, Development, and Impact** Theng, Yin-Leng, Foo, Schubert, Goh, Dion, Na, Jin-Cheon, 2009-02-28 This book is an in-depth collection aimed at developers and scholars of research articles from the expanding field of digital libraries--Provided by publisher.

The Impact of Digital Transformation and FinTech on the Finance Professional Volker Liermann, Claus Stegmann, 2019-10-02 This book demystifies the developments and defines the buzzwords in the wide open space of digitalization and finance, exploring the space of FinTech through the lens of the financial services professional and what they need to know to stay ahead. With chapters focusing on the customer interface, payments, smart contracts, workforce automation, robotics, crypto currencies and beyond, this book aims to be the go-to guide for professionals in financial services and banking on how to better understand the digitalization of their industry. The book provides an outlook of the impact digitalization will have in the daily work of a CFO/CRO and a structural influence to the financial management (including risk management) department of a bank.

**Impact of Emerging Digital Technologies on Leadership in Global Business** Smith, Peter A.C., 2014-06-30 To be successful, business leaders should be familiar with the emerging digital technologies that are contributing to the global business environment. All leaders must develop fresh capabilities if they are to successfully direct their communities through the emerging era of social digital connectivity and global dynamic complexity. Impact of Emerging Digital Technologies on Leadership in Global Business combines relevant theoretical and practical frameworks with the latest research and best practices regarding emergent digital technologies. This book is an essential reference source for professionals, researchers, academics, and students who want to improve their understanding of the strategic role of emerging digital technologies in the success of global business.

**Social Impacts of Digital Media** Justin Healey, 2011-01-01 The rapid uptake of digital technologies hugely impacts on how we communicate, relate, learn, work, and spend our leisure time. Digital media literacy is the ability to access, understand and participate or create content using digital media. This ability is becoming integral to effective participation in the digital economy and Australian society. Those who do not adapt may fall victim to the 'digital divide' and be excluded. The 'digital revolution' has positive and negative effects, which are both explored in this timely book. On the positive side, people are increasingly being connected across distances with the greatest of ease and innovation via mobile phones, online social networking, blogging, gaming and e-learning. On the negative side are a range of social impacts: internet addiction, cyberbullying, inappropriate exposure to pornography, privacy risks, and cyber crime. Chapter 1: Digital media trends and participation Chapter 2: Social media Chapter 3: Online safety Worksheets and activities; Glossary; Fast facts; Web links; Index

*THE IMPACTS OF DIGITAL TRANSFORMATION* Ömer AYDIN, 2020-08-01 In this book, there are 9 chapters that cover the different aspects of Digital Transformation written by authors from different countries. I think the chapters will contribute to science and humanity. With this book, which we have created as a result of a detailed and meticulous study, academics, employees, students and anyone who is interested in digital transformation in the international

arena will learn useful information about the changes and the impacts facing the world.

Digital Signatures Ragnhild Brøvig, Anne Danielsen, 2023-10-31 How sonically distinctive digital “signatures”—including reverb, glitches, and autotuning—affect the aesthetics of popular music, analyzed in works by Prince, Lady Gaga, and others. Is digital production killing the soul of music? Is Auto-Tune the nadir of creative expression? Digital technology has changed not only how music is produced, distributed, and consumed but also—equally important but not often considered—how music sounds. In this book, Ragnhild Brøvig and Anne Danielsen examine the impact of digitization on the aesthetics of popular music. They investigate sonically distinctive “digital signatures”—musical moments when the use of digital technology is revealed to the listener. The particular signatures of digital mediation they examine include digital reverb and delay, MIDI and sampling, digital silence, the virtual cut-and-paste tool, digital glitches, microrhythmic manipulation, and autotuning—all of which they analyze in specific works by popular artists. Combining technical and historical knowledge of music production with musical analyses, aesthetic interpretations, and theoretical discussions, Brøvig and Danielsen offer unique insights into how digitization has changed the sound of popular music and the listener's experience of it. For example, they show how digital reverb and delay have allowed experimentation with spatiality by analyzing Kate Bush's “Get Out of My House”; they examine the contrast between digital silence and the low-tech noises of tape hiss or vinyl crackle in Portishead's “Stranger”; and they describe the development of Auto-Tune—at first a tool for pitch correction—into an artistic effect, citing work by various hip-hop artists, Bon Iver, and Lady Gaga.

**Digital Entrepreneurship** Mariusz Soltanifar, Mathew Hughes, Lutz Göcke, 2020-11-13 This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and data privacy management. “Digitalization mirrors the Industrial Revolution’s impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work.” Gina O’Connor, Professor of Innovation Management at Babson College, USA “This book defines and delineates the requirements for companies to enable their businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique “must-read” book because it goes beyond theory and provides practical examples.” Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that can support to create impact ventures.” Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

**Impact of Digital Technology on Library Collections and Resource Sharing** Sul H. Lee, 2014-06-11 How are your library and its patrons adjusting to the challenges of the digital age? This essential book examines how digital formats are changing libraries today, from the perspectives of librarians, vendors, and library users. Editor Sul Lee is an internationally recognized leader in library administration and management. The expansion of digital collections has been one of the foremost issues in the library field since the early 1990s, and this book addresses important questions about the impact of the digital age. Questions like: How will scholars and students react to digital formats? How will electronic resources change collection development? Will libraries stop buying print materials in favor of digital resources? Will libraries convert to only digital products or will they have to buy both electronic and print formats? Will academic libraries retain their central role in the university? With chapters from leading academic deans and directors, directors of national organizations of library professionals, and book/serials vendors including Philip Blackwell, CEO of Blackwell Limited, this book explores: digital resources and technology digital books--and what they mean to libraries legislation on copyrights and intellectual property rights in the digital age electronic cooperation between libraries how digital technology can facilitate on-campus research partnerships the extent to which academic libraries are embracing electronic publications

*The Digital Disconnect* Ellen Helsper, 2021-02-10 With the increased digitisation of society comes an increased concern about who is left behind. From societal causes to the impact of everyday actions, *The Digital Disconnect* explores the relationship between digital and social inequalities, and the lived consequences of digitisation. Ellen Helsper goes beyond questions of digital divides and who is connected. She asks why and how social and digital inequalities are linked and shows the tangible outcomes of socio-digital inequalities in everyday lives. The book: Introduces the key theories and concepts needed to understand both 'traditional' and digital inequalities research. Investigates a range of socio-digital inequalities, from digital access and skills, to civic participation, social engagement, and everyday content creation and consumption. Brings research to life with a range of qualitative vignettes, drawing out the personal experiences that lay at the heart of global socio-digital inequalities. *The Digital Disconnect* is an expert exploration of contemporary theory, research and practice in socio-digital inequalities. It is also an urgent and impassioned call to broaden horizons, expand theoretical and methodological toolkits, and work collectively to help achieve a fairer digital future for all. Ellen J. Helsper is Professor of Digital Inequalities at the Department of Media and Communications at London School of Economics and Political Science.

**Impact Evaluation in Practice, Second Edition** Paul J. Gertler, Sebastian Martinez, Patrick Premand, Laura B. Rawlings, Christel M. J. Vermeersch, 2016-09-12 The second edition of the *Impact Evaluation in Practice* handbook is a comprehensive and accessible introduction to impact evaluation for policy makers and development practitioners. First published in 2011, it has been used widely across the development and academic communities. The book incorporates real-world examples to present practical guidelines for designing and implementing impact evaluations. Readers will gain an understanding of impact evaluations and the best ways to use them to design evidence-based policies and programs. The updated version covers the newest techniques for evaluating programs and includes state-of-the-art implementation advice, as well as an expanded set of examples and case studies that draw on recent development challenges. It also includes new material on research ethics and partnerships to conduct impact evaluation. The handbook is divided into four sections: Part One discusses what to evaluate and why; Part Two presents the main impact evaluation methods; Part Three addresses how to manage impact evaluations; Part Four

reviews impact evaluation sampling and data collection. Case studies illustrate different applications of impact evaluations. The book links to complementary instructional material available online, including an applied case as well as questions and answers. The updated second edition will be a valuable resource for the international development community, universities, and policy makers looking to build better evidence around what works in development.

**The Partnership Economy** David A. Yovanno, 2022-02-10 Unlock the enormous potential of strategic partnerships You think you know partnerships, don't you? But the nature – and growth potential – of partnerships for business has transformed in recent years. In *The Partnership Economy*, partnership automation expert and impact.com CEO David A. Yovanno delivers an insightful, actionable guide to navigating this newly defined era and growing your company's revenue far beyond expectations. Using real-life examples from well-known brands such as Fabletics, Target, Ticketmaster, Walmart, and more, the book offers practical frameworks on how to unlock the value of modern partnerships. Along with showing how partnerships build brand awareness, customer loyalty, and competitive advantage, Yovanno reveals the tremendous possibilities for growth when partnership agreements work in concert across all partnership types, such as influencers, commerce content publishers, business-to-business integrations, and affiliate rewards. In this book, you'll learn: Why and how the most innovative companies, both large and small, and across industries, invest in their partnership programs and consequently drive up to a third or more revenue for their organization How a variety of partnership types, including influencers, commerce content, traditional affiliate programs, and more, operate and how each can make a difference in your business Why you don't have to wait – you can begin your partnerships strategy today, either in-house or through agency partners, with a point-by-point startup plan and roadmap for growth What partnership maturity means and how to diversify and grow your partnerships program to fully unleash your organization's growth potential Perfect for founders, executives, managers, and anyone responsible for revenue acquisition in any industry or sector, *The Partnership Economy* is an indispensable guide for anyone planning to grow their business and its revenue.

**Copyright Exceptions** Robert Burrell, Allison Coleman, 2009-11-19 This book was first published in 2005. Copyright 'exceptions' or 'users' rights' have become a highly controversial aspect of copyright law. Most recently, Member States of the European Union have been forced to amend their systems of exceptions so as to comply with the Information Society Directive. Taking the newly amended UK legislation as a case study, this book examines why copyright exceptions are necessary and the forces that have shaped the present legislative regime in the UK. It seeks to further our understanding of the exceptions by combining detailed doctrinal analysis with insights gained from a range of other sources. The principal argument of the book is that the UK's current system of 'permitted acts' is much too restrictive and hence is in urgent need of reform, but that paradoxically the Information Society Directive points the way towards a much more satisfactory approach.

*Digital Democracy and the Impact of Technology on Governance and Politics: New Globalized Practices* Akrivopoulou, Christina M., 2013-03-31 The evolution of modern technology has allowed digital democracy and e-governance to transform traditional ideas on political dialogue and accountability. *Digital Democracy and the Impact of Technology on Governance and Politics: New Globalized Practices* brings together a detailed examination of the new ideas on electronic citizenship, electronic democracy, e-governance, and digital legitimacy. By combining theory with the study of law and of matters of public policy, this book is essential for both academic and legal scholars, researchers, and practitioners.



## Digital Impact Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the energy of words has become more evident than ever. They have the capacity to inspire, provoke, and ignite change. Such may be the essence of the book **Digital Impact**, a literary masterpiece that delves deep to the significance of words and their impact on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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### Digital Impact Introduction

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Knowledge at Your Fingertips In today's fast-paced digital age, obtaining valuable knowledge has become easier than ever. Thanks to the internet, a vast array of books and manuals are now available for free download in PDF format. Whether you are a student, professional, or simply an avid reader, this treasure trove of downloadable resources offers a wealth of information, conveniently accessible anytime, anywhere. The advent of online libraries and platforms dedicated to sharing knowledge has revolutionized the way we consume information. No longer confined to physical libraries or bookstores, readers can now access an extensive collection of digital books and manuals with just a few clicks. These resources, available in PDF, Microsoft Word, and PowerPoint formats, cater to a wide range of interests, including literature, technology, science, history, and much more. One notable platform where you can explore and download free Digital Impact PDF books and manuals is the internet's largest free library. Hosted online, this catalog compiles a vast assortment of documents, making it a veritable goldmine of knowledge. With its easy-to-use website interface and customizable PDF generator, this platform offers a user-friendly experience, allowing individuals to effortlessly navigate and access the information they seek. The availability of free PDF books and manuals on this platform demonstrates its commitment to democratizing education and empowering individuals with the tools needed to succeed in their chosen fields. It allows anyone, regardless of their background or financial limitations, to expand their horizons and gain insights from experts in various disciplines. One of the most significant advantages of downloading PDF books and manuals lies in their portability. Unlike physical copies, digital books can be stored and carried on a single device, such as a tablet or smartphone, saving valuable space and weight. This convenience makes it possible for readers to have their entire library at their fingertips, whether they are commuting, traveling, or simply enjoying a lazy afternoon at home.

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happy the bully then the boy finds dirk the dog that  
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escape by gary trying to avoid happy

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courage because when gary was about to get stolen and  
beaten up by a boy named happy dirk stepped in and  
attacked happy it took a lot of courage for dirk to do  
that

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of gary paulsen s my life in dog years in this book the  
author talks about the dogs he has had throughout his  
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bodyguard

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web jan 5 2010 mainly dirk was the bravest character  
in this story because he could have let happy s gang  
beat up gary instead of having to risk his life for him  
not only does he show courage but also kindness loyalty  
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engaging in these activities

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