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**Francesca Sterlacci, Joanne Arbuckle**

*Retail Market Study 2014* Marc-Christian Riebe,2014-02-01 The Retail Market Study 2014 of The Location Group is the one and only study of its kind with 150 of the most notable international cities of the fashion and retail world and 3'000 store openings on 1,500 pages. Over 1,000 retailers, 800 shopping streets and 500 shopping centers were analyzed. The study reached more than 100,000 readers worldwide so far.

*Fashion Forecasting* Evelyn L. Brannon,Lorynn R. Divita,2015-09-24 How do retailers decide which colors and styles are featured in their stores? What factors influence the patterns, textiles and silhouettes designers show in their collections? This text provides students with a comprehensive understanding of the forecasting process, from studying fashion innovation and cultural influences to conducting consumer research, exploring how to identify the who, what, where, when and why driving fashion change in our lives. By combining fashion theory with current practices from industry executives, Brannon and Divita explain how to recognize emerging trends and the 'coolhunters' who anticipate our aesthetic preferences. Ultimately, student will learn how to prepare and present their own fashion forecast. New to this Edition: - New chapter 8 focuses on media and technology including coverage of how mass media, fashion blogs, social medi and forecasting companies such as WGSN and Stylesight effect trends - New case studies and profiles in each chapter feature contemporary bloggers, professionals and companies such as Tavi Gevinson of Style Rookie, Garance Dore, Scott Schuman, Burberry, Rebecca Minkoff, Edelkoort, Perciers and Nelly Rodi -Expanded fashion theories section in chapter 3 explains how trends spread between population segments - Summaries at the end of each chapter recap key concepts

**Apparel Production Management and the Technical Package** Paula J. Myers-McDevitt,2010-08-23 In today's global apparel industry, garments that are designed domestically are often manufactured overseas. Apparel Production Management and the Technical Package is essential for fashion students and professionals who want to understand this growing trend in production and gain the skills necessary for this new universe of apparel manufacturing. The text provides an overview of production management and processes in the global marketplace and examines in detail the components of the technical package, or tech-pack--a series of forms that defines a garment's specifications and is critical to ensuring that a particular style is executed correctly and in the most cost- and time-efficient manner possible. Features -Diagrams of a production department's division of labor, costing components, and global sourcing structure -Discussion of the role of technology in production management, including PDM and PLM software -Examples of completed technical package sheets from actual apparel companies -Blank technical package sheets representing the standard of what is used across the apparel industry -Appendices containing basic body croquis, industrial sewing stitches, a button selector gauge, care labeling regulations, and blank templates from a standard tech-pack

*Global Luxury Trends* J. Hoffmann,I. Coste-Manière,2012-12-04 The rise of emerging market luxury brands, digital and online innovations, and growth in consumption globally has opened the doors for seasoned luxury houses and new players to expand their horizons. This book charts the trends that are shaping the luxury industry, particularly the rise of the luxury industry in Asia and emerging markets.

*Fashion Fads through American History* Jennifer Grayer Moore,2015-12-14 Perfect for any reader interested in fashion, history, or popular culture, this text is an essential resource that presents vital information and informed analysis of key fashion fads not found elsewhere. Fashion Fads Through American History: Fitting Clothes into Context explores fashion fads from the 19th century to the current decade, providing the reader with specific insights into each era. The text draws fascinating connections between what we see in fashion phenomena—including apparel, accessories, hair, and makeup—and events in popular culture in general and across history. Written by an art and design historian, the book is ideal for a wide range of student research projects, especially those in American history, social studies, art, and literature classes. It covers topics overlooked by fashion history texts because of their origination outside of the formal fashion system. Each entry provides critical

historical context to help readers understand why the fad originated and why it resonated with consumers, and presents vital information and analysis of key fashions that were intimately related to currents in contemporary culture. The text also considers the resurgence of some fashion fads in the late 20th and early 21st centuries and provides context for their relevance.

**Perry's Department Store: A Buying Simulation** Karen M. Videtic, Cynthia W.

Steele, 2016-02-25 Perry's Department Store: A Buying Simulation, 4th Edition, launches students into the exciting role of being a retail buyer in the fashion industry using a unique simulation approach that takes readers step-by-step through a real-life buying experience. The text is organized into 10 chapters that walk students through the various steps a new buyer would take to complete a six-month buying plan and a merchandise assortment plan for the women's contemporary apparel, junior apparel, women's accessories, men's apparel and accessories, men's contemporary apparel, children's, or home furnishings markets. The fourth edition has been revised with statistical information to reflect a more contemporary structure and business model for a successful department store. The new Perry's Department Store is organized to reflect a larger-scale department store in today's market. Students interact by researching current market and industry trends to build their business. The charts and worksheets in this book and companion website, Perry's Department Store: A Buying Simulation STUDIO, are replicas of those found in the retail and wholesale industry to expose students to the procedures and policies they can expect to find in a first job as an assistant buyer. This new edition and STUDIO launch students directly into the exciting role of a retail buyer in the fashion industry.

WWD: 100 Years, 100 Designers, 2010-10-12 WWD: 100 Years, 100 Designers tells the story of fashion over the last century through the lens of Women's Wear Daily, and celebrates 100 designers who have had a powerful impact on what we wear and how we live. Rich with the work of acclaimed photographers and artists, WWD: 100 Years, 100 Designers not only visually chronicles 100 designers who influenced fashion during the first 100 years of Women's Wear Daily, but also is a testament to the perspective and revolution of one of the most respected publications in the industry.

Promotion in the Merchandising Environment Kristen K. Swanson, Judith C. Everett, 2016-02-25

With the rise of digital media, promotion remains a key element at each step of the merchandising process to communicate a clear message about a product, brand, or retailer to the end user. Promotion strategies that were once limited to traditional media-print ads, radio or TV commercials-must now integrate digital media and more innovative means of communication through social media to stay relevant. The third edition of Promotion in the Merchandising Environment explains the process of promotion and the promotion mix tools used for creating successful campaigns. With expanded coverage of digital media, updated examples and images of retail advertisements and promotional activities in each streamlined chapter, students will gain a full understanding of how to create a successful promotion campaign for retail products. New to This Edition ~Updated chapter-opening vignettes relate the content of each chapter to the industry ~Now in full color with 60% new photographs, advertisements, charts and graphs ~New Chapter 3 "The Creative Process in Promotion" explains how the elements and principles of design are used in promotional activities and illuminates the creative relationship between retailers and advertising agencies ~New Chapter 8 "New Media" covers interactive retailing, e-commerce, and social media, such as Facebook, Twitter, Instagram, and Pinterest ~New end-of-chapter checklists for easy review of content and a new term-long advertising brand campaign assignment ~Emphasizes the concept of integrated marketing communications (IMC), the effects of consumers' changing attitudes and how changes in technologies and distribution channels are driving communication and fashion promotion today ~Coverage has been streamlined to 14 concise chapters Instructor Resources ~Instructor's Guide with Test Bank provides suggestions for planning the course and using the text in the classroom, supplemental assignments, lecture notes, and sample test questions ~PowerPoint presentations include images from the book and provide a framework for lecture and discussion

**Historical Dictionary of the Fashion Industry** Francesca Sterlacci, Joanne

Arbuckle, 2017-06-30 This second edition of Historical Dictionary of the Fashion Industry contains a

chronology, an introduction, appendixes, a bibliography. The dictionary section has over 1,400 cross-referenced entries on designers, models, couture houses, significant articles of apparel and fabrics, trade unions, and the international trade organizations.

**Fashion, Retailing and a Bygone Era** Marvin Klapper, Isadore Barmash, 2005 A look back into the publication, *Women's Wear Daily*, by seven former editors.

*In Fashion* Elaine Stone, Sheryl A. Farnan, 2016-09-08 This newest edition of the best-selling *In Fashion* offers a clear introduction to the fashion industry that is as dynamic as the business itself. Through concise language and full-color photographs, the text provides students with an overview of fashion, from its history, cyclical nature, and development, to the materials, producers, and retailers who impact the business on a global level. Whether their plans include design, product development, merchandising, buying, manufacturing, or entrepreneurship, students will gain a thorough understanding of how the industry works and what lies ahead for them professionally--

*Encyclopedia of Gender in Media* Mary Kosut, 2012-05-18 The *Encyclopedia of Gender in Media* critically examines the role of the media in enabling, facilitating, or challenging the social construction of gender in our society.

*Social Media for Fashion Marketing* Wendy K. Bendoni, 2020-08-06 *Social Media for Fashion Marketing* uses cutting edge case studies and detailed interviews to show how the business of fashion is changing in the digital landscape. Bendoni (@BendoniStyle) also considers the psychological impact of being a hyper-connected consumer and the generational gaps in social media communication. Using academic research, alongside her 25 years of fashion marketing experience, Bendoni offers a clear picture of the changing narrative of storytelling, social confirmation, digital nesting and how to use data to shape a brand's online presence. With practical and critical thinking activities to hone your skills into professional practice, this is the ultimate guide to social marketing, promotion, SEO, branding and communication. Featured topics - Rules of Digital Storytelling - Rethinking Gamification - Strategic Digital Marketing - The Role of Citizen Journalists - The Social Media Looking Glass - World of Influencer Marketing - Visual Consumption Economy - Global Perspective of Social Media

**Essentials of Exporting and Importing** Harvey Shoemack, Patricia Mink Rath, 2014-08-21 *Essentials of Exporting and Importing* provides the merchandising, marketing, or business student a practical, basic guide for importing and exporting products, services, or technology in a global economy. This fashion industry focused text will help readers learn what is necessary to carefully and thoroughly analyze a company's internal and external resources in order to grow and generate profits in a global marketplace. Fully updated with information on recent changes in U.S. export-import trade policies and procedures, current trade trends, and key trade relationships, this edition discusses how to identify and enter emerging markets and covers how global trade issues-such as cultural political, and economic climates-affect the textile and apparel industry. New to this Edition: ~New chapter opening vignettes provide real life examples from the fashion industry ~Brief case studies of companies and entrepreneurs highlight chapter content in practice. Examples include: Hall & Madden: Providing Customers with Bespoke Shirts at Department Store Prices (Ch 2), Basics of Exporting: Health and Beauty Aids for Africa (Ch 4), and Patagonia's Support of Growth and Sustainability (Ch 9) ~New Chapter 10 provides four longer case studies relevant to exporting and importing

*Fashion for Profit* Frances Harder, 2004

**Social Entrepreneurship in the Age of Atrocities** Zachary Daniel Kaufman, 2012-01-01 *How can anyone make a difference in a world marked by genocide, civil war, refugee crises, disease epidemics? With conscience, hope, and sweat equity, Dr. Zachary Kaufman and the other contributors to this book have offered aid, created organizations serving victims of human rights violations, and learned from set-backs and failures. Their insight into challenges of sustainable fund-raising, organizational design and management, and skepticism about young Western volunteers can inspire and instruct others who hope to address suffering and injustice through initiative, analysis, and commitment.* \_ Martha Minow, Dean of the Faculty of Law and Jeremiah Smith, Jr. Professor of Law, Harvard Law School; Author, *Between Vengeance and Forgiveness: Facing History After Genocide and*

Mass Violence

“This book makes an all too rare and important point: One of the distinguishing characteristics of social entrepreneurs is the way their actions and their example pave the way for peace. Kaufman gives us multiple examples here to demonstrate that the kind of empathetic leadership exhibited by these social entrepreneurs builds an alternative to conflict and contributes to the stability and security of societies.” \_ Dr. Diana Wells, President, Ashoka

“Under the able editorship of Dr. Zachary Kaufman, an upstander in his own right, this pathbreaking book demystifies social entrepreneurship, namely, citizen-inspired initiatives that may have as much potential to overcome the challenges burdening victims of atrocities and other assaults on humankind as social media has demonstrated in revolutionizing how people communicate in the 21st Century.” \_ The Honorable David J. Scheffer, Mayer Brown / Robert A. Helman Professor of Law and Director, Center for International Human Rights, Northwestern University School of Law; former U.S. Ambassador at Large for War Crimes Issues; Author, *All the Missing Souls: A Personal History of the War Crimes Tribunals*

“The accounts of social entrepreneurs contained in this volume could well inspire a future shortlist for the Nobel Peace Prize. Zachary Kaufman has coupled impressive narratives with compelling analysis in a collection that informs observers but that will also stimulate more young people to take up the challenges of responding to atrocities.” \_ Dr. William A. Schabas, Professor of International Law, Middlesex University (London); Author, *Genocide in International Law: The Crime of Crimes*; Commissioner, Sierra Leone Truth and Reconciliation Commission

“This splendid book is more than a primer on social entrepreneurship for human rights in the developing world. It is also a compendium of searing testimony about the immense practical challenges that idealistic changemakers can overcome by dint of their unflagging energy, incandescent visions of humanity and justice, and on-the-ground skills and resourcefulness. Zachary Kaufman has performed a great public service in orchestrating this admirable volume about how hope for the future can be vindicated even under the most unpromising conditions.” \_ Peter H. Schuck, Simeon E. Baldwin Professor Emeritus of Law, Yale Law School

“At last, a compelling narrative of the recent achievements to address pressing global issues through social entrepreneurship! This book is a tribute to the author’s ethical convictions and the generation of innovators that he represents. As Chairman of UNITAID, the first laboratory of innovative financing, I’ve seen how a small levy on airline tickets can save thousands of lives every year through market solutions. It warms me to see how young thinkers continue to innovate and act to provide global public goods. Pay attention to them!” \_ Philippe Douste-Blazy UN Under Secretary-General in charge of Innovative Financing for Development, Chairman of UNITAID and former French minister of foreign affairs

“At a time when so many reflexively look to government action as a remedy for today’s ills, this valuable book demonstrates the power of social entrepreneurs to take on some of the world’s great challenges. Social entrepreneurship is grounded in real-world experience. The projects this book profiles demonstrate the impact of individuals as agents of change \_ taking ideas and turning them into action that can help transform entire societies.” \_ Dr. Arthur C. Brooks, President, The American Enterprise Institute; Author, *Social Entrepreneurship: A Modern Approach to Social Value Creation*

“For anyone who doubted one person could change the world or just wondered how to get started, Dr. Kaufman’s book is equal parts inspiration and how-to guide. He has lived and studied social entrepreneurship, and provides a serious contribution to the emerging field of social entrepreneurship, particularly as it relates to genocide and other atrocities.” \_ The Honorable Tom Perriello, former U.S. Congressman; former Special Advisor to the Prosecutor, Special Court for Sierra Leone; Co-Founder, DarfurGenocide.org; current President & CEO, Center for American Progress Action

“Social Entrepreneurship in the Age of Atrocities is a welcome contribution to the study of one of the most promising social movements in recent time, the mobilization of engaged citizens, or Upstanders, in the face of mass atrocities around the world. Zachary Kaufman incisively investigates how social entrepreneurs are taking on tough issues including conflict prevention and transitional justice, and presents practical lessons learned from the perspective of activists on the ground.” \_ John Prendergast, Co-Founder, Enough Project, Center for American Progress; former Director for African Affairs, U.S. National Security Council; Co-Author, *Unlikely Brothers: Our Story of Adventure, Loss, and Redemption*; Co-Author, *Not on Our Watch: The Mission to End Genocide in Darfur and Beyond*

“Social

Entrepreneurship in the Age of Atrocities interweaves two critical movements: social entrepreneurship and human rights. Kaufman is one of the first to explore these intersections in a powerfully informative way. He and his fellow social entrepreneurs provide concrete examples of, and offer practical advice about, the power of ordinary people to confront one of the most intractable problems: mass atrocities. Kaufman demonstrates how we can all be "upstanders" in the face of such conflicts.

— Mark Hanis, Co-Founder & Board member of United to End Genocide (formerly Save Darfur / Genocide Intervention Network); Ashoka Fellow; Echoing Green Fellow  
 "Dr. Kaufman's book is a huge addition to the field, and his focus [on atrocities] is spot on. Looking at social entrepreneurship through the lens offered in this book will provide the field with new insights and inspiration. Bravo!"

— Peter Brinckerhoff, author of *Smart Stewardship for Nonprofits: Making the Right Decision in Good Times and Bad* and *Social Entrepreneurship: The Art of Mission-Based Venture Development*  
 "Social Entrepreneurship in the Age of Atrocities deftly outlines how young global peace entrepreneurs are successfully fostering smart and agile solutions to some of the world's most intractable problems. Gone are the tired images of doves and peace signs, rightfully replaced with laptops and smart phones. This is a must read for all young leaders who strive to have real impact in their careers, as well as the old guard if they care not to be left behind by the winds of change."

— Cameron M. Chisholm, Founder and President, International Peace & Security Institute  
 "In an age of austerity, with governments and international organizations limited in their capacity to address atrocities, Dr. Zachary Kaufman's book is a timely reminder of the power of social entrepreneurs to effect critical change. But this is no romantic account of the ability of inspired individuals to make a difference after mass conflict. As an insiders' view of entrepreneurship, this book gives a warts-and-all account of the personal, political, social, and economic challenges that must be overcome and the energy, risk-taking, and good fortune required to achieve even modest results. Highlighting the crucial work of social entrepreneurs, this collection also provides a necessary critique of the failures of governments and international bodies such as the UN to respond coherently to the challenges of post-conflict societies."

— Dr. Phil Clark, Lecturer in Comparative and International Politics, School of Oriental and African Studies, University of London; Co-Founder, Oxford Transitional Justice Research, University of Oxford; Author, *The Gacaca Courts, Post-Genocide Justice and Reconciliation in Rwanda: Justice Without Lawyers*; Co-Editor, *After Genocide: Transitional Justice, Post-Conflict Reconstruction, and Reconciliation in Rwanda and Beyond*  
 "Social Entrepreneurship in the Age of Atrocities is a bold work of definition and analyses. It presents both concepts and histories — focused on individuals and groups — in response to mass violence and atrocities. This significant study, edited by Zachary Kaufman, is a work of clarification and inspiration."

— Dr. Judith S. Goldstein, Founder and Executive Director, Humanity in Action  
 "This book is nothing less than an antidote against despondency. In and of itself an innovation, Dr. Zachary Kaufman's collection of personal narratives by change agents reveals a pattern of how people are bringing light to areas where there seems to be nothing but darkness. The remarkably simple recipe of these social entrepreneurs is to take a good dose of caring, add an innovative solution, and finally knead the project through the phases of iterative testing and growth until impact is achieved. Finally we have in this book an addition to the ever-growing library of literature on human rights and atrocities that is not a call to arms or a cry of accusatory indignation, but a cheerful invitation to roll up one's sleeves."

— Dr. Fernande Raine, Social Innovation Leader, Innosight; former Senior Team Member, Ashoka; former management consultant, McKinsey & Company; former Executive Director, Carr Center for Human Rights Policy, John F. Kennedy School of Government, Harvard University  
 "Dr. Zachary Kaufman provides powerful lessons for anyone committed to preventing atrocities, ending conflicts, building peace, and fostering systematic and sustainable positive social change. The compelling and honest first-hand accounts by leading social entrepreneurs working in diverse sectoral areas help ground the field by providing unique insight into the many opportunities, successes, and challenges encountered through the difficult task of change making. This powerful text will inspire many young people and others to take action and work hard in pursuing innovative ways to address some of the most complex, seemingly intractable problems facing the world today. This book should be required reading for anyone seeking to positively impact

the world, one step at a time.Í \_ Dr. Craig Zelizer, Associate Director, Conflict Resolution Program, Georgetown University; Founder, Peace and Collaborative Development Network iZachary Kaufman's new book expands the term social entrepreneur to include human rights advocates \_ in this instance, young people from the Global North, who have chosen to speak out, stand up, and intervene in the complex contexts of war, atrocity, and civil conflict. Kaufman's provocative book includes case studies that will help challenge prevailing definitions of this emerging field as it explores how, where, and why social entrepreneurs are engaging with the intersection of geo-politics, international law, and social change.Í \_ Kavita N. Ramdas, Executive Director, Program on Social Entrepreneurship, Stanford University; former President & CEO, Global Fund for Women Social Entrepreneurship in the Age of Atrocities provides crucial insight into social entrepreneurship from visionaries in the field as well as other experienced practitioners and renowned theorists. While this book focuses on social entrepreneurship as it relates to genocide and other atrocities, the experiences and lessons learned also apply to additional critical social, economic, legal and political problems such as healthcare, development, education and literacy. The authors in this book address the clear need for further examination of social entrepreneurship. They discuss the challenges, obstacles and opportunities of the field and lend new insight to the concept, history and methodologies of social entrepreneurship. The book profiles case studies based on some of the most innovative and effective social enterprises addressing atrocities, including the National Vision for Sierra Leone, Asylum Access, the Kigali Public Library, Indego Africa, Generation Rwanda, Orphans Against AIDS, Americans for Informed Democracy, and Children of Abraham. Social Entrepreneurship in the Age of Atrocities will inform, instruct and build the community of social entrepreneurs. This unique, essential collection of first-hand accounts is an inspiring and informative addition to the evolving social entrepreneurship literature. It will be of particular interest to social entrepreneurs; students, scholars and practitioners of business, management, public policy, social policy and development studies; anyone with a philanthropic mindset; and all those who are invested in creating and maintaining a socially responsible, accountable world.

Retailing in Emerging Markets Jaya Halepete Iyer,Shubhapriya Bennur,2017-10-05 Revised edition of Retailing in emerging markets, 2011.

*Intercultural Communication* Houman A. Sadri,Madelyn Flammia,2011-03-03 >

The Real World Guide to Fashion Selling and Management Gerald J. Sherman,Sar Perlman,2016-05-12 Proper selling is professional, ethical and plays a vital role in the success of any business. The Real World Guide to Fashion Selling and Management explores the proven real-world principles of personal selling, customer relationships and sales management. The second edition is updated to reflect the latest sales methods and addresses the digital world as it applies to the sales activity. The use of social media, content marketing and time management tools are key elements covered in this revised edition. Sherman and Perlman outline the essentials required for success in the industry: how salespeople define and locate their markets, the importance of developing and maintaining relationships with clients, techniques for top-notch sales presentations, basic professional do's and don'ts, dynamic behind the label success stories, and how to anticipate-not just keep up with-today's global marketplace. New to this Edition: - Expanded to cover professional selling in retail beyond fashion - New sections on Business-to-Consumer (B2C) retail sales management - New chapter digital and social media in sales including - Covers top sales management strategies and software tools, and how they can be used to increase productivity and time management Emphasizes how to find a job, networking, and building relationships Instructor's Guide available

**Apparel Production Terms and Processes** Janace E. Bubonia,2017-01-12 The highly illustrated Apparel Production Terms and Processes follows the product life cycle from concept through completion. The new edition takes a global perspective with expanded coverage of sizing standards and fit information to complete the scope of the apparel production process.

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## Table of Contents Wwd.com

1. Understanding the eBook Wwd.com
  - The Rise of Digital Reading Wwd.com
  - Advantages of eBooks Over Traditional Books
2. Identifying Wwd.com
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Wwd.com
  - User-Friendly Interface
4. Exploring eBook Recommendations from Wwd.com
  - Personalized Recommendations
  - Wwd.com User Reviews and Ratings
  - Wwd.com and Bestseller Lists
5. Accessing Wwd.com Free and Paid eBooks
  - Wwd.com Public Domain eBooks
  - Wwd.com eBook Subscription Services
  - Wwd.com Budget-Friendly Options
6. Navigating Wwd.com eBook Formats
  - ePub, PDF, MOBI, and More
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Wwd.com
  - Highlighting and Note-Taking Wwd.com
  - Interactive Elements Wwd.com
8. Staying Engaged with Wwd.com
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Wwd.com
9. Balancing eBooks and Physical Books Wwd.com
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Wwd.com
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Wwd.com
  - Setting Reading Goals Wwd.com
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Wwd.com
  - Fact-Checking eBook Content of Wwd.com
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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