Branding Software

Randy Drisgill,John Ross,Jacob J. Sanford,Paul Stubbs,Larry Riemann

Success in Programming Frederic Harper,2014-12-03 Why should you, a competent software developer or programmer, care about your own brand? After all, it's not like you're an actor or musician. In fact, as Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding demonstrates in many ways, it's never been more important for you to think about yourself as a brand. Doing so will provide rocket fuel for your career. You'll find better jobs and become the go-to person in various situations. You'll become known for your expertise and leadership, and you'll find it easier to strike out on your own. People will seek out your advice and point of view. You'll get paid to speak, write, and consult. What's not to like about becoming a rock star developer? The good news—as Mozilla's senior technology evangelist, Frédéric Harper, writes—is that it's never been easier to improve your skills, stand out, share more quickly, and grow your network. This book provides the tools you need to build your reputation and enhance your career, starting right now. You'll learn what personal branding is and why you should care about it. You'll also learn what the key themes of a good brand are and where to find the ingredients to build your own, unique brand. Most importantly, you'll understand how to work your magic to achieve your goals and dreams. You'll also learn: How to use sites like StackOverflow and Github to build both your expertise and your reputation How to promote your brand in a way that attracts better-paying jobs, consulting gigs, industry invitations, and contract work How to become visible to the movers and shakers in your specific category of development How to exert power and influence to help yourself and others Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding shows you how to scale your skills, gain visibility, make a real impact on people and within organizations, and achieve your goals. There's no need to become a marketing

expert or hire a personal branding guru; this book and a desire to grow personally and professionally are all you need to leap to the next level of your career.

Microsoft Corp Mohanbir Sawhney,Brian Buenneke,Lisa Jackson,Lisa Kulick,Nancy Kulick,Evan Norton,Erica Post,Ran Rotem,2002 John Williams, senior director of marketing for Microsoft's .NET, was trying to build the .NET brand, a comprehensive family of next-generation connectivity software products. Highlights the challenges of branding and positioning a complex technology offering. The first challenge facing Microsoft was to develop a common definition of .NET, which had been in flux over the prior two years. The second challenge was to choose between an umbrella branding strategy, a sub-branding strategy, and an ingredient branding strategy. The third challenge was to create a value proposition that would appeal to three very different target audiences: business decision makers, IT professionals, and developers.

Microsoft Corp Mohanbir Sawhney,2017 John Williams, senior director of marketing for Microsoft's .NET, was trying to build the .NET brand, a comprehensive family of next-generation connectivity software products. Highlights the challenges of branding and positioning a complex technology offering. The first challenge facing Microsoft was to develop a common definition of .NET, which had been in flux over the prior two years. The second challenge was to choose between an umbrella branding strategy, a sub-branding strategy, and an ingredient branding strategy. The third challenge was to create a value proposition that would appeal to three very different target audiences: business decision makers, IT professionals, and developers. To analyze the branding and positioning of a complex new technology offering: by defining a new product offering for public understanding and comprehension; evaluating brand strategies for optimal effect, considering possible hurdles to implementation of each strategy; and developing a value proposition attractive to

differing audiences.

Practical SharePoint 2010 Branding and Customization Erik Swenson,2012-01-31 With Practical SharePoint 2010 Branding and Customization, SharePoint branding expert Erik Swenson cuts through the fluff and discusses accessible, easy-to-understand consulting and processes to create aesthetically pleasing, highly usable branded and customized SharePoint websites, both internally and externally. Designed to be a quick reference, how-to guide that lets you dive straight into the task at hand, you'll find this book's attention to detail and pragmatism make it an attractive companion during your branding experience. SharePoint 2010 deployments are more common than ever, as is the desire to make the environment branded and attractive to both internal and external clients. However, since SharePoint is more than just a collection of web pages, customizing the look and feel and completing the process of branding the platform itself is complex and requires a knowledge of web development, web design techniques, and a familiarity with SharePoint administration—a curious niche, to be sure. And sometimes, you just need to make quick fixes, while at other times, building an entirely customized and branded environment is a multi-step process with lots of stakeholder buy-in and development time required. Whether you're interested in applying just a touch of style to a team site, or you're branding a public-facing Fortune 500 website based on SharePoint, Practical SharePoint 2010 Branding and Customization is the only book you'll need to quickly, easily, and efficiently brand and customize your environment. Bonus: Includes the SharePoint 2010 Branding Starter Kit! This kit has everything you need to jumpstart successful and compelling designs. The kit includes a layered Adobe Photoshop file of a SharePoint 2010 site, two pre-built visual design examples, and a Visual Studio solution you can use to deploy either of the designs included. This starter kit is specifically prepared to save you substantial time kicking off

your SharePoint branding project and to minimize potential roadblocks. These branding tools would cost you as much as $500 if purchased separately, but they're included with the purchase of this book at no additional charge! Get started today.

    Personal Brand Management Talaya Waller,2020-04-15 This book is the definitive resource for understanding the phenomena and process of personal brand management as it becomes increasingly valued in a global economy. By providing a research-based, theoretical framework, the author distills the concept of personal branding as it is applicable to individuals throughout all stages of career development as well as across industries and disciplines. Extensively researched with numerous case studies, this book clearly outlines the strategic process of evaluating the economic value of a personal brand to manage and scale it accordingly. The author, an expert in the field of personal brand strategy and management, argues that a business is what a person or organization does, but the brand is what people expect from that person or organization. The two must align, and the book's conceptual framework explains the theory and practice behind personal branding to accomplish this synergism. The consequence of the digital age is unprecedented visibility for individuals and businesses. As they engage with one another in more and more virtual spaces, the need for understanding and managing the evolving complexity of this 'personal' engagement is an economic reality. For this reason, the framework in this title provides insight and perspective on all phases of a brand in its recursive life cycle both on and offline. By providing clarity and structure to the topic as well as practical theory for its application, this title is the ultimate primer on personal branding in theory and practice.

    Pro SharePoint 2013 Branding and Responsive Web Development Oscar Medina,Kanwal Khipple,Rita Zhang,Eric Overfield,Chris Beckett,Benjamin Niaulin,2013-08-19 Pro SharePoint 2013

Branding and Responsive Web Development is the definitive reference on the technologies, tools, and techniques needed for building responsive websites and applications with SharePoint 2013. The book focuses on solutions that provide the best browser experience for the myriad of devices, browsers, and screen orientations and resolutions. Web technology has changed considerably in the past few years. Microsoft has embraced the new generation of open standards represented by HTML5 and JavaScript, and these changes are represented in a fundamental shift in how SharePoint 2013 supports web content management and publishing. Authors Eric Overfield, Oscar Medina, Kanwal Khipple, and Rita Zhang join forces to dive into the new features and capabilities provided by SharePoint 2013 and combine them with the latest techniques in responsive web design and development to demonstrate how to build modern and progressive websites and applications. Pro SharePoint 2013 Branding and Responsive Web Development covers the following technologies: SharePoint 2013 Server Edition Office 365 SharePoint Online Expression Blend 2013 Napa Tools for Office and SharePoint Development Visual Studio 2012 HTML5 and CSS3 JavaScript, JQuery, JQuery UI, Modernizr, and the Bootstrap Framework SharePoint 2013 Client Object Model

    Success in Programming Frederic Harper,2015 Why should you, a competent software developer or programmer, care about your own brand? After all, it's not like you're an actor or musician. In fact, as Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding demonstrates in many ways, it's never been more important for you to think about yourself as a brand. Doing so will provide rocket fuel for your career. You'll find better jobs and become the go-to person in various situations. You'll become known for your expertise and leadership, and you'll find it easier to strike out on your own. People will seek out your advice and point of view. You'll get paid to speak, write, and consult. What's not to like about becoming a rock star developer? The good

news--as Mozilla's senior technology evangelist, Frédéric Harper, writes--is that it's never been easier to improve your skills, stand out, share more quickly, and grow your network. This book provides the tools you need to build your reputation and enhance your career, starting right now. You'll learn what personal branding is and why you should care about it. You'll also learn what the key themes of a good brand are and where to find the ingredients to build your own, unique brand. Most importantly, you'll understand how to work your magic to achieve your goals and dreams. You'll also learn: How to use sites like StackOverflow and Github to build both your expertise and your reputation How to promote your brand in a way that attracts better-paying jobs, consulting gigs, industry invitations, and contract work How to become visible to the movers and shakers in your specific category of development How to exert power and influence to help yourself and others Success in Programming: How to Gain Recognition, Power, and Influence Through Personal Branding shows you how to scale your skills, gain visibility, make a real impact on people and within organizations, and achieve your goals. There's no need to become a marketing expert or hire a personal branding guru; this book and a desire to grow personally and professionally are all you need to leap to the next level of your career.

The Ad-free Brand Chris Grams,2011 Today you can build powerful, enduring brands at amazingly low cost -- without expensive ad campaigns, huge marketing budgets, self-interested outside agencies, or deep specialized expertise. [...] Chris Grams integrates classic brand positioning concepts with 21st century digital strategies, tools, and practices. Grams presents great new ways to collaboratively uncover, communicate, and evolve your ideal brand position, embed it in organizational culture, and work with your brand community to make it come to life. This step-by-step guide will lead you through the entire brand positioning process, while providing all you need to

build a winning brand on a tight budget!--Back cover.

Professional SharePoint 2010 Branding and User Interface Design Randy Drisgill,John Ross,Jacob J. Sanford,Paul Stubbs,Larry Riemann,2010-11-17 A must have guide for creating engaging and usable SharePoint 2010 branding With SharePoint 2010, Microsoft has provided a more robust environment for creating collaboration and content management sites that rival any of the popular websites on the internet. Creating a branded SharePoint site involves understanding both traditional web design techniques as well as topics that are typically reserved for developers. This book bridges that gap by not only providing expert guidance for creating beautiful public facing and internal intranet sites but it also addresses the needs of those readers that only want to understand the basics enough to apply some style to their sites. Things like creative design, the experience visitors have navigating your user interface, ease of use—these are all important branding considerations and not always intuitive. This unique book from a team of SharePoint branding experts lays it all out. Whether you want to make SharePoint look completely different or just make minor design changes, this expert guide will provide tips, techniques, and insights to get the job done.

Brand Autonomy FRANK DAPPAH,2021-05-16 Brand Autonomy is indeed my latest attempt to tackle one of the most fundamental challenges every software entrepreneur faces today. It is quite daunting, as it is, to go out there and build a software application, any software application. Whether for the business crowd or for everyday consumers, it is always a challenge to assemble a set of features that seek to offer intrinsic value to the end-user. It is equally challenging to position your app in the right medium to allow for maximum usability. It is said that the now-defunct mobile-only streaming service Quibi's major issue was that, well, it was mobile-ONLY. The creators of what I

personally thought was a pretty cool service, one that I would have paid for had it not been confined to my mobile device, did not anticipate that most folks would want to watch TV on a, ahem! TV. In all seriousness, there are many challenges to getting it right in the software arena, or any business for that matter. I happen to think that most software entrepreneurs, because software folks tend to be more technical types of folks, rarely consider the selling aspect of their creations. In other words, they, software entrepreneurs, coders, techies, whatever you wanna call them, tend not to have plans on how to get folks to sign up for their apps. And to have a set of scenarios that lead to actually collecting payment from their users. In this book, I share a few of the techniques I use to do just that.

Red Fire Branding Liz Goodgold,2010 How do you create a hot personal brand and have customers for life? What is the key to making your brand synonymous with success? 'Red Fire Branding' focuses on how to implement branding techniques to make your brand sizzle and your name unforgettable. In 'Red Fire Branding,' Liz Goodgold directs her works towards the business-to-business market to help small business owners, entrepreneurs, sales professionals, or anyone who is looking to create an indelible image. She offers quick and easy techniques that business owners can learn today and implement tomorrow by presenting readers with immediate, actionable solutions coupled with in-the-trenches insights delivered in a concise and cut-to-the-chase format. This book will spark new ideas that will drive sure-fire results. Learn the super hot secrets and blistering business concepts that have brought success to athletes, authors, consultants, newsmakers and even chefs. Discover how other entrepreneurs and executives have managed to add spice and interest to their brands while winning and keeping new customers and clients. Buy this book today!

The Power of Cult Branding Matthew W. Ragas,Bolivar J. Bueno,2011-02-09 Like religious

cults that can attract thousands of devoted disciples, is it possible for company brands to build legions of loyal followers? In a marketer's dream come true, can certain products—with the right combination of positioning and branding—take on magnetic characteristics and galvanize die-hard customers who become walking, talking viral marketers? Can your company harness the power of cult branding without blowing a fortune on advertising? According to authors Matthew W. Ragas and Bolivar J. Bueno the answer is yes. In fact, you need not look much farther than a Harley-Davidson rally, a Star Trek convention, or a Jimmy Buffett concert to see the cult branding phenomenon at work: thousands of passionate, faithful fans spreading the good word and spending lots of money. Not all brands have the dash of edginess, the devoted fan base, or the niche positioning to be cult brands. But those that do tend to share similar characteristics that make them successful, what the authors call the Seven Golden Rules of Cult Branding. Through meticulous research and scores of interviews Ragas and Bueno have uncovered the remarkable and oft-untold stories behind nine very successful cult brands: ·Star Trek ·Harley-Davidson ·Oprah Winfrey ·World Wrestling Entertainment (formerly WWF) ·Apple ·Volkswagen Beetle ·Jimmy Buffett ·Vans Shoes ·Linux These nine brands follow the Seven Golden Rules and have millions of fans and billions of dollars in revenue to show for it. Now you can learn first hand what these special brands did to set themselves apart and how to apply the Seven Golden Rules to your own marketing strategies. Written for advertisers, marketers, sales executives, and business owners who want to thrive in an increasingly competitive marketplace, The Power of Cult Branding is the ultimate guide to creating a loyal core of repeat customers and winning the positioning battle.

Branding Governance Nicholas Ind,Rune Bjerke,2007-05-07 Branding Governance challenges traditional thinking on brands. Bestselling author Nicholas Ind and cross-cultural communications

expert Rune Bjerke expose the flaws in a marketing-led approach to brand-building, and offer in its place a highly-participative, organization-wide process that delivers fulfillment to employees and value to customers. Drawing on a wide range of sources, they show that the key to a participatory approach is that customers and other external audiences must join managers and employees as active participants in defining and developing the brand. This requires the relationship between organization and customer to be one of trust, respect and authenticity.

Creative B2B Branding (No, Really) Scot McKee,2010-03-29 B2B brand communications have changed little in the last 25 years, until now. This book combines experience, insight, anecdote, observation and example to demonstrate how businesses can dramatically improve their creative communication and the value of their brands.

Principles of Web Design Brian D. Miller,2022-04-12 Learn everything there is to know, from project planning through marketing and analytics, about Web design! Principles of Web Design is a book about the fundamentals of clear graphic communication within the context of Web design. Author Brian D. Miller is a sought-after expert in developing product and digital branding strategies for emerging startups and Fortune 500 organizations. In Principles of Web Design, he will teach the reader the tricks of the trade and everything one should know about web design through easy, step-by-step guides and with full-color illustrations. The book has three sections, which follow the cycle of a typical Web project: PLAN: This section focuses on the predesign phase of a Web project. Everything from project planning and brief writing to information architecture and responsive grid creation will be covered. DESIGN: The second section of Priciples of Web Design explores the enduring principles of design and the nuances that are specific to the field of Web design. OPTIMIZE: Finally, we close the loop and discover ways to enable your client to maximize the

investment they've made in their Web site with marketing and analytics.

America Branding in the Digital Age Wyatt Croasdell,2019-11-06 They say an unhappy customer will let 3 people know in the physical world but on the internet 5000 will know. But you already knew this and you're looking for the competitive edge to build a successful personal brand. The effective strategies so you can go toe to toe with Fortune 500 name brands. Times have changed and the digital age has brought to us the internet. Now everyone is on an even playing field. All you need to do is learn how to use the tools on social media platforms so you can get your name and business known. Simply saying it is one thing but doing it is different. The opportunity the internet has provided comes a hoard of entrepreneurs looking to make their business to the next seven figure brand. So how did I distinguish myself from the rest? Do you really think your content or product has to be next generation level to succeed? The truth is with thousands of brands to pick from people aren't willing to spend hours reviewing them all. They pick what's presented in a matter of seconds and move on. That's what this book is about. How to get your brand seen and selected within seconds. The opportunity to have the consumers become a loyal follower and see the value you've brought as an essence that can't be forgotten. But in order to do that you need to learn what aspects the social media platform algorithm looks for. If you fight the software that each platform is built on, you're only wasting money and worst of all your time. Software does not think, it uses logic. I will show you how to beat the system and get traffic to your brand and business. Inside you'll discover: What's behind the YouTube algorithm to propel your videos to the top of the rankings. The Instagram secrets to grow organically in a matter of months. How use Facebook's algorithm to grow your personal brand and go viral. How to crush it with Twitter's algorithm for massive engagement. The proper way to build a personal brand for long term success and establish yourself as an

influencer. It's time to upgrade your knowledge and approach so get the information now so you can apply it the very same day.

Professional SharePoint 2010 Branding and User Interface Design Randy Drisgill,John Ross,Jacob J. Sanford,Paul Stubbs,Larry Riemann,2010-11-30 A must have guide for creating engaging and usable SharePoint 2010 branding With SharePoint 2010, Microsoft has provided a more robust environment for creating collaboration and content management sites that rival any of the popular websites on the internet. Creating a branded SharePoint site involves understanding both traditional web design techniques as well as topics that are typically reserved for developers. This book bridges that gap by not only providing expert guidance for creating beautiful public facing and internal intranet sites but it also addresses the needs of those readers that only want to understand the basics enough to apply some style to their sites. Things like creative design, the experience visitors have navigating your user interface, ease of use—these are all important branding considerations and not always intuitive. This unique book from a team of SharePoint branding experts lays it all out. Whether you want to make SharePoint look completely different or just make minor design changes, this expert guide will provide tips, techniques, and insights to get the job done.

Branding For Dummies Bill Chiaravalle,Barbara Findlay Schenck,2014-12-31 Discover how brands are created, managed, differentiated, leveraged, and licensed Whether your business is large or small, global or local, this new edition of Branding For Dummies gives you the nuts and bolts to create, improve, and maintain a successful brand. It'll help you define your company's mission, the benefits and features of your products or services, what your customers and prospects already think of your brand, what qualities you want them to associate with your company, and so much more.

Packed with plain-English advice and step-by-step instructions, Branding For Dummies covers assembling a top-notch branding team, positioning your brand, handling advertising and promotions, avoiding blunders, and keeping your brand viable, visible, and healthy. Whether you're looking to develop a logo and tagline, manage and protect your brand, launch a brand marketing plan, fix a broken brand, make customers loyal brand champions—or anything in between—Branding For Dummies makes it fast and easy. Includes tips and cautionary advice on social media and its impact on personal and business branding programs Covers balancing personal and business brand development References some of the major brand crises—and how to avoid making the same mistakes Shows brand marketers how to create brands that match their employers' objectives while launching their own careers If you're a business leader looking to set your brand up for the ultimate success, Branding For Dummies has you covered.

Co-Branding T. Blackett,R. Boad,1999-09-24 The strategic management and development of brands continues to grow in importance for most businesses and the last decade has seen more and more brand owners turning to co-branding as a way of adding further value to their brand assets. The synergy that can be created by two well-matched brands working together in harmony can be considerable and enhance both profitability and the valuation of the brand for both parties. However, the challenges presented by co-branding are considerable, getting the strategy right for a single brand is hard enough, but once two brands are brought together the challenges increase considerably. The brand personalities must be complementary. This is the first book to explore this important area.

Business Branding Strategies Raymond Wayne,2023-11-10 Branding has become the distinguishing factor between successful and unsuccessful businesses in today's dynamic

entrepreneurship landscape, where the possibility of starting and growing a profitable business from home is within reach for many. Branding is more than simply a logo and some catchy colors; it's about connecting with your audience in a meaningful way, earning their trust, and inspiring their loyalty. In Business Branding Strategies -The Importance of Branding for Homepreneurs, the author guides you thoughtfully through the complexities of branding, providing a wealth of techniques and advice that are especially useful for those who run businesses out of their homes. Why Branding Is Crucial for Online Shops The path starts with an introduction to branding and its importance for online businesses. Why is it important for those who work from home to have a brand? The author argues that your home business's brand is your unique selling proposition (USP) in the market. It's what sets you out from the throng and ensures that people will remember you. In addition, it's an effective method of creating meaningful bonds with your clientele, which can lead to the kind of enduring devotion that keeps businesses afloat. This book provides a thorough introduction to branding. It explains the significance of logos and taglines, among other brand elements, in shaping a company's reputation. Understanding the difference between brand identity and brand image is fundamental in developing a brand that reflects your core values and resonates with your intended customers. The Mind Behind Brands A particularly captivating portion investigates the psychology of branding, demonstrating how it impacts client perceptions and forges emotional relationships. This chapter stresses the invaluable resource that knowledge of consumer psychology can be for a home business owner. Branding Your Home-Based Company If you want to be successful at branding, you need to define your brand. The book walks you through the process of defining your target audience, crafting a unique selling proposition (USP), and connecting your purpose, vision, and values with your brand. By being true to yourself and your offerings, your brand will succeed. Making Your

Brand Stand Out Methods for creating a memorable brand identity, including logo design, color palette development, and slogan creation, are dissected in depth. These are the aspects that make up the foundation of your brand's visual identity and stick in the minds of your target audience. Establishing Your Web Footprint An internet profile is required in this day and age. This book walks you through the steps of making a polished website, focusing on the user experience, and leveraging the potential of social media. You'll pick up some tips for maximizing the impact of these channels for the benefit of your brand. Effective Use of Social Media for Marketing The authors also go into social media to assist you select the best channels and interact with your target demographic. It explains how to make social media work for your brand. Further stops include advice on establishing your brand's reputation and trustworthiness, developing an offline branding strategy, rebranding, gauging your branding's effectiveness, avoiding common pitfalls, and looking ahead to emerging home business branding trends. Each part is loaded with useful tips, examples from real life, and concrete suggestions for moving forward.

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Branding Software Introduction

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FAQs About Branding

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The truth about mobile phone and wireless radiation "The truth about mobile phone and wireless radiation: what we know, what we need to find out, and what you can do now" Presented by Dr Devra ... Radiation: FAQs about Cell Phones and Your Health Can using a cell phone cause cancer? There is no scientific evidence that provides a definite answer to that question. Some organizations recommend caution in ... [Disconnect] | C-SPAN.org Oct 23, 2010 — Devra Davis presented her book [Disconnect: The Truth About Cell Phone Radiation, What the Industry Has Done to Hide It, and How to Protect ... Disconnect: The Truth About Cell Phone Radiation ... In Disconnect, National Book Award finalist Devra Davis tells the story of the dangers that the cell phone industry is knowingly exposing us-and our children-to ... Disconnect: The Truth about Cell Phone Radiation, What ... While cell phone radiation is harmful to adults and we are all most likely growing brain tumors as we speak, keep your children away from cell phones at all ... The Truth about Cell Phone Radiation, What the Industry ... by D Tachover · 2011 — Tachover, Dafna and Stein, Richard A. (2011) "Review of Disconnect: The Truth about Cell Phone. Radiation, What the Industry Has Done to Hide It, ... RF Safety FAQ Frequently asked questions about the safety of radiofrequency (RF) and microwave emissions from transmitters and facilities regulated by the FCC For further ... the truth about cell

phone radiation, what the industry has ... Scientist Devra Davis presents an array of recent and long-suppressed research which shows that the most popular gadget of our age damages DNA, breaks down the ... Health risks associated with mobile phones use - PMC by Z Naeem · 2014 · Cited by 72 — In 2011, International Agency for Research on Cancer (IARC) classified mobile phone radiation possibly carcinogenic, means that there "could be some risk" of ... Cell Phone Radiation An Interview With Dr. Devra Davis We spoke with Dr. Davis about why she's concerned about cell phone radiation, cell phones and cancer, and how we can

protect ourselves. - Green America. AGS World History Workbook Answer Key - Softcover AGS World History Workbook Answer Key by AGS - ISBN 10: 078542217X - ISBN 13: 9780785422174 - AGS - 2001 - Softcover. AGS World History Grades 5-8 Teacher Edition An introduction to the concept is included along with questions to ask (and their answers). Activities, lessons with scripted question, ELL/ESL strategies, ... AGS World History Workbook Answer Key (P) AGS World History Workbook Answer Key (P) · ISBN# 078542217X · Shipping Weight: 0.7 lbs · 0 Units in Stock · Published by: American Guidance Service.

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