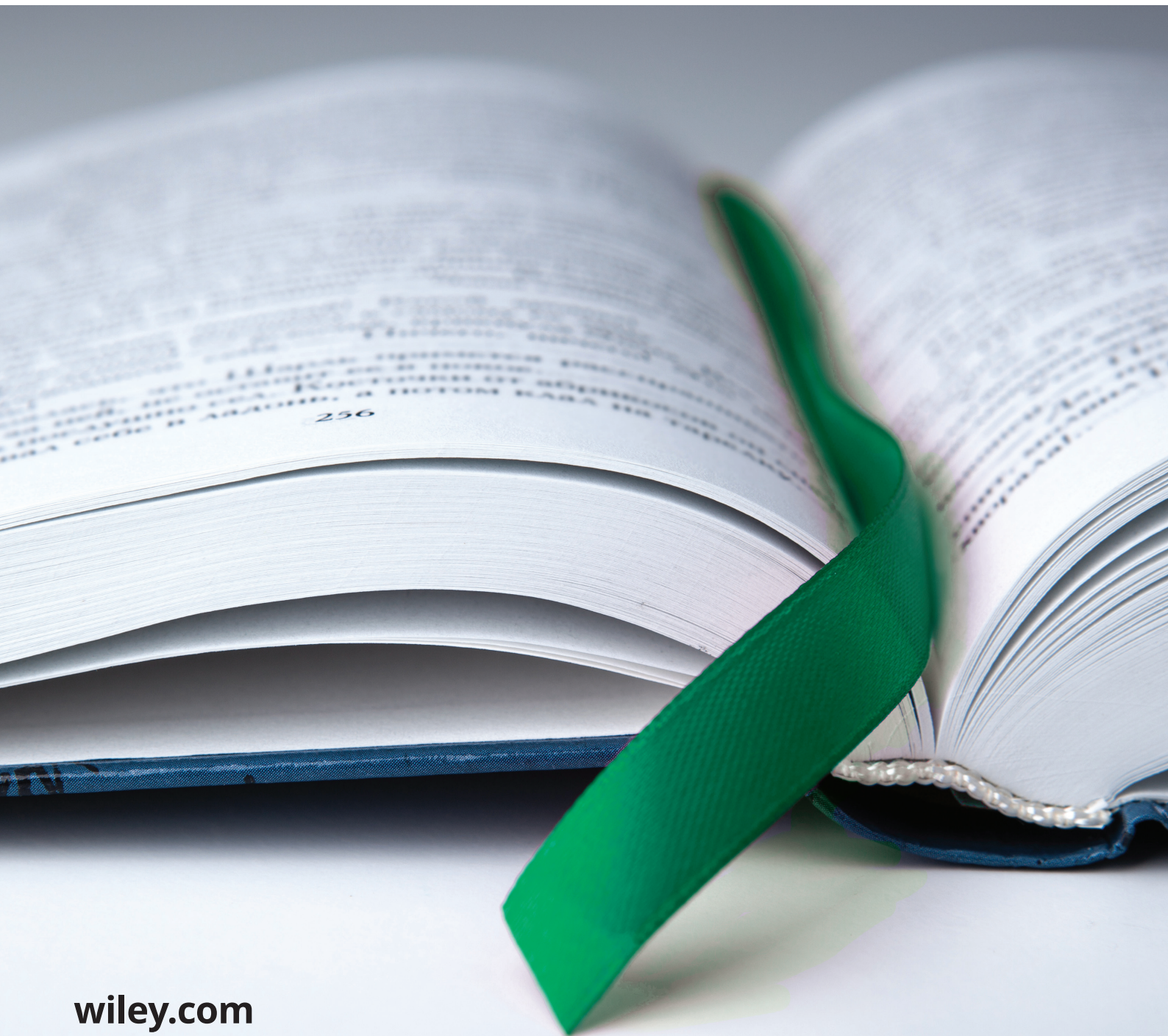


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# Retail Catalogue Featured New Books

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November & December 2023

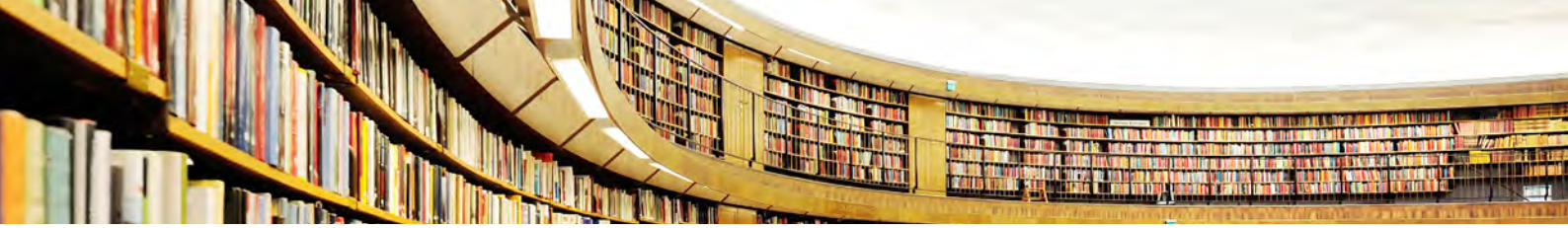


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# November






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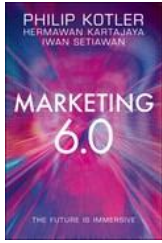
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All information and prices stated are accurate at time of print and exclude any taxes applicable by country.



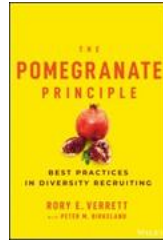
### Marketing 6.0: The Future is Immersive

Kotler

**Rediscover the fundamentals of marketing along with the rise of metamarketing from the best in the business**

In *Marketing 6.0*, the celebrated promoter of the “Four P’s of Marketing,” Philip Kotler, explains how marketers can use technology to address customers’ needs and make a difference in the world. In a new age of metamarketing, this book provides marketers with a way to integrate technological and business model evolution with the dramatic shifts in consumer behavior that have happened in the last decade. Readers will learn about:

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### The Pomegranate Principle: Best Practices in Diversity Recruiting

Rory E. Verrett

**Attract and retain the best and brightest professionals with these effective strategies for diverse talent recruitment**

In *The Pomegranate Principle: Best Practices in Diversity Recruiting*, veteran executive search consultant and DEI expert Rory Verrett writes with clarity and expertise about the best practices in recruiting and retaining diverse talent for your organization. He offers proven, tangible solutions and accessible strategies for making the recruitment and retention of diverse talent the centerpiece of your diversity, equity, and inclusion (DEI) vision.

9781394209330  
Pub Date: 12/7/23  
224 pages • Hardcover  
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### Selling Online For Dummies

Paul Waddy

**Transform your ecommerce ideas into profitable reality with this page-turning new handbook**

You’ve probably heard that online stores and ecommerce just had their best year in history. But have you ever wondered how to start selling online? Do you dream of staking out a piece of online real estate and grabbing a big share of that multi-billion-dollar industry?

In *Selling Online For Dummies*, accomplished exec and online shopping guru Paul Waddy shows you exactly how to get started in setting up your online shop. With an expert’s eye for business, and an easy-to-understand take on the technical stuff

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### Supply Chain Management: A Global Perspective (4th Edition)

Sanders

9781394187652  
Pub Date: 11/22/23  
Paperback  
Business & Economics / Production & Operations Management

### Generative AI: Navigating the Course to the Artificial General Intelligence Future

Martin Musiol

*Generative AI: Revolutionizing Business and Everyday Life* provides an overview of the short but eventful history of GenAI, describes the impressive achievements that GenAI models have reached so far, and explores how the technology is likely to evolve in the future.

The book breaks down complex but foundational GenAI concepts which won’t change frequently into simplified pieces and paints a promising future of this tech. You’ll see why it’s likely that different types of models merge into broader AI with higher quality which paves the way for Artificial General Intelligence - AGI. The book expl...

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Business & Economics / Strategic Planning



### The Future of Community: How to Leverage Web3 Technologies to Grow Your Business

John Kraski, Justin Shenkarow

**A penetrating look at how web3 will shape our shared future**

In *The Future of Community: How to Leverage Web3 Technologies to Grow Your Business*, a team of web3 visionaries and tech-savvy executives delivers a groundbreaking new take on the seismic impact web3 is having—and will continue to have—on our technological and social landscapes. The authors discuss why web3 really is the “next big thing” to shape our digital and offline futures and how it will transform the world.

You’ll discover a whole host of web3 applications poised to

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### Work Different: 10 Truths for Winning in the People Age

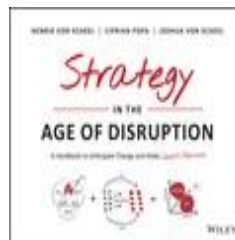
Bravery

**An insightful and practical new guide to how sustainable people management works in today’s global economy, with guidance on how to transform the way your organization recruits, hires, upskills, and retains its people**

In *Work Different: 10 Truths for Winning in the People Age*, a team of business experts and workforce advisors give an incisive take on the staffing challenges facing leaders in the modern global economy. The book reveals how executives and decision makers can adapt their people agenda for shifts in labor models and employee

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### Strategy In the Age of Disruption

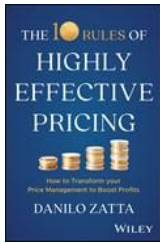
Von Scheel

**Seize your place in a new era in commerce and industry**

In *Strategy in The Age of Disruption*, a team of dedicated strategists delivers an exciting and practical guide to Industry 4.0, a commercial transformation that’s impacting every facet of the market, the environment, and our social lives. You’ll learn what Industry 4.0 is, what it means for you and your company, and how you—as a leader, manager, expert, entrepreneur, or investor—can capitalize on it and put it into practice.

This is a complete handbook on strategic execution. It’s a step-by-step tutorial designed to get you to clearly see

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Pub Date: 11/21/23  
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Business & Economics / Strategic Planning



**The 10 Rules of Highly Effective Pricing: How to Transform Your Price Management to Boost Profits**

Danilo Zatta

**Transform your organisation's pricing strategy to take advantage of exciting new opportunities to unlock profitable growth**

In *The Ten Rules of Highly Effective Pricing*, renowned pricing strategist Danilo Zatta delivers an insightful and effective roadmap to taking control of your organisation's monetization strategies and boosting profits.

The author explains the 10 key elements to transform your price management; such as making pricing a CEO priority, instilling a culture of profit, selling value

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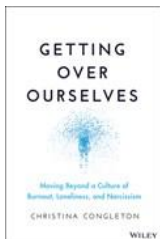
**Job Interviewing For Dummies**

Pamela Skillings

**Boost your confidence, ace your interview, and get the job**

*Job Interviewing For Dummies* will teach you how to prepare for your next job interview, deal with tough questions, and gain the tools and skills to interview with confidence and poise. This book offers a structured, step-by-step approach for succeeding in virtual and in-person interviews. You'll find information, strategies, and examples to empower you to present your best self to potential employers. Learn how to anticipate and prepare for the most likely questions, regardless of your level or industry, and be prepared for anything—an ...

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Pub Date: 11/30/23  
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Careers / Job Hunting



**Getting Over Ourselves: Moving Beyond an Age of Burnout, Loneliness, and Narcissism**

Congleton

**Move beyond empty "life hacks" to connect with your deeper humanity**

In *Getting Over Ourselves: Moving Beyond an Age of Burnout, Loneliness, and Narcissism*, human development specialist and leadership coach Christina Congleton delivers an insightful and urgently needed discussion of how millennials can move beyond the tired cliches of the self-help genre and achieve new levels of satisfaction and contentment.

In the book, you'll explore how crushing levels of student debt, conservative financial crises, and an alarming uptick

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Personal Success



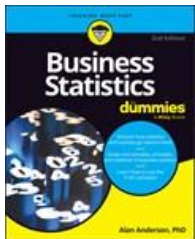
**The Power of Play: The Game Design Approach to Transforming Employee Engagement**

G Kesselman

**Re-design employee productivity, creativity, and inspiration at your workplace**

In *The Power of Play: The Game Design Approach to Transforming Employee Engagement*, the Chief Commercial Officer for ZhongAn Tech—a global insurance innovation leader—George Kesselman, delivers a one-of-a-kind and exciting take on employee productivity and engagement. He dives deep into the gamification of work, exploring the motivational and behavioural elements behind the "fun" kind of problem solving we find in games and showing you how to apply them to your workplace.

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Management Science



**Business Statistics For Dummies (2nd Edition)**

Anderson

**Make some headway in the notoriously tough subject of business statistics**

*Business Statistics For Dummies* helps you understand the core concepts and principles of business statistics, and how they relate to the business world. This book tracks to a typical introductory course offered at the undergraduate, so you know you'll find all the content you need to pass your class and get your degree. You'll get an introduction to statistical problems and processes common to the world of global business and economics. Written in clear and simple language, *Business Statistics For Dummies* gives you an int...

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Business Mathematics



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S Prosper

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Looking for a hands-on guide that will show you how MYOB helps you manage everyday business tasks? Want practical tips for handling your finances (including payroll and tax reporting!) more easily? Comprehensively updated for the new MYOB Business, *MYOB For Dummies* shows you how to take full advantage of the online flexibility and handy features offered by Australia's leading home-grown business management platform.

Whether you're new to MYOB Business or wanting to get more from AccountRight, this is your guide to becoming

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**Accounting Information Systems: Connecting Careers, Systems, and Analytics, First Edition International Adaptation**

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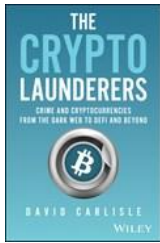
Stephen L. Nelson

**The quick way to get started—and get proficient—with QuickBooks**

*QuickBooks 2024 All-in-One For Dummies* is the solution small business owners and managers are seeking. This high-value reference combines 8 content-rich mini-books into one complete package, providing the answers you need to get the most out of the 2024 version of QuickBooks. You'll learn the key features of QuickBooks and small business accounting, including setting up the software, understanding double-entry bookkeeping, invoicing customers, paying vendors, tracking inventory, creating reports, and beyond. Plus, you'll discover h...

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Business & Economics /  
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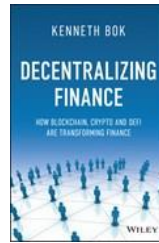
**The Crypto Launderers: Crime and Cryptocurrencies from the Dark Web to DeFi and Beyond**

David Carlisle

**Re-discover the crypto underground**

In *The Crypto Launderers: Crime and Cryptocurrencies from the Dark Web to DeFi and Beyond*, renowned anti-money laundering and counter-terrorist financing expert David Carlisle delivers a fascinating breakdown of the impact of crime on the world of Bitcoin and other cryptocurrencies. Tracking the history and evolution of crypto crime from the rise of the Dark Web to the present day, Carlisle recounts how an increasingly complex money laundering ecosystem has taken root in the crypto space.

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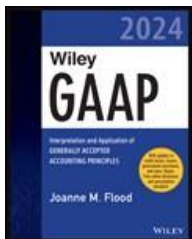
**Decentralizing Finance: How DeFi, Digital Assets and Distributed Ledger Technology Are Transforming Finance**

Kenneth Bok

**A Practitioner's Guide to Decentralized Finance (DeFi), Digital Assets, and Distributed Ledger Technology**

In *Decentralizing Finance: How DeFi, Digital Assets and Distributed Ledger Technology Are Transforming Finance*, blockchain and digital assets expert Kenneth Bok offers an insightful exploration of the current state of decentralized finance (DeFi). As distributed ledger technology (DLT) increasingly optimizes and democratizes financial ecosystems worldwide, this book serves as a

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**Wiley GAAP 2024: Interpretation and Application of Generally Accepted Accounting Principles**

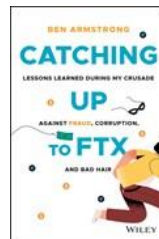
Flood

**The gold standard in US GAAP resources—fully revised to reflect the latest pronouncements**

US GAAP undergoes constant revision and review, requiring accountants and other financial practitioners to keep a close eye on updates and changes. *Wiley GAAP 2024* offers the most comprehensive coverage of all Financial Accounting Standards Board (FASB) Topics—including all the latest updates.

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**Catching Up to FTX**

Armstrong

**Ben Armstrong** was one of the first to start raising the alarm about FTX and Samuel Bankman-Fried. This book will document the collapse of FTX and the fall of Samuel Bankman-Fried from an industry insider. The book will examine what some of the signs of fraud that were taking place and provide a play-by-play analysis of FTX's collapse which took place over a 10-day period in November 2022 (including what Armstrong saw in the Bahamas when Bankman-Fried was extradited back to the United States).

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**Simple Secrets to Becoming a Saving Whiz: Stop Feeling Overwhelmed, Take Control of Your Money, and Create the Lifestyle You Want**

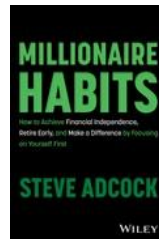
Zakaria

**Discover the power of simplicity in the quest for financial empowerment**

In *Big Change Starts Small: How to Build Massive Savings with Miniature Steps*, veteran financial educator Gina Zakaria delivers a compelling discussion of leveraging simplicity to approach personal finance. You'll learn to create momentum and foster financial empowerment as you reach successive, intentional milestones that build your sense of progress and accomplishment.

The author shares her own personal debt story and how

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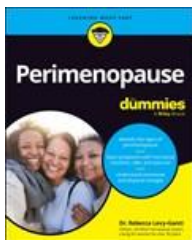
**Millionaire Habits: How to Achieve Financial Independence, Retire Early, and Make a Difference by Focusing on Yourself First**

Adcock

**Transform your financial present and future so you can give back to the people you care about the most**

In *Millionaire Habits: How to Achieve Financial Independence, Retire Early, and Make a Difference by Focusing on Yourself First*, popular personal finance educator Steve Adcock delivers a fun, insightful, and hands-on discussion of how to build financial security, retire early, and give back to the community. You'll learn to focus on yourself and your family first, creating personal wealth

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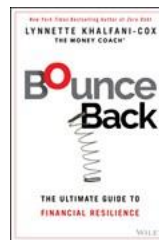
**Perimenopause For Dummies**

Levy-Gantt

**Get to know perimenopause and manage troublesome symptoms**

*Perimenopause For Dummies* is a practical and comprehensive guide to the emotional, mental, and physical changes that begin to happen as you approach menopause. Demystify the connection between hormones and aging and make informed choices about how to deal with symptoms like weight gain, hot flashes, depression, mood swings, and insomnia. You'll learn about natural remedies and medical interventions that can ease the transition between fertility and menopause. Most importantly, you'll know what to expect, so the changes

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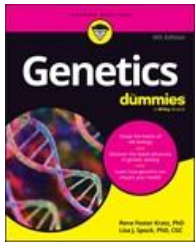


**Bounce Back: The Ultimate Guide to Financial Resilience**

Lynnette Khalfani-Cox

In *Bounce Back*, veteran financial coach and bestselling author Lynnette Khalfani-Cox explains how she slayed six figures of consumer debt in a mere three years and went on to build a seven-figure personal net worth. The author shows you how to take on—and defeat—the most common and difficult challenges facing Americans today, from debt, disability, and job downsizing to disasters, discrimination, divorce, and more. She draws on her own extensive experience helping people with their most intractable financial problems, the wisdom of other money coaches, financial therapists, certified financial...

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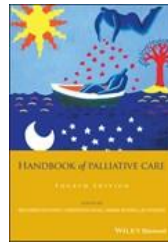
**Genetics For Dummies (4th Edition)**

Rene Fester Kratz, Lisa Spock

**Evolve your knowledge of the fast-moving world of genetic research**

*Genetics For Dummies* shines a light on the fascinating field of genetics, helping you gain a greater understanding of how genetics factors into everyday life. Perfect as a supplement to a genetics course or as an intro for the curious, this book is packed with easy-to-understand explanations of the key concepts, including an overview of cell biology. You'll also find tons of coverage of recent discoveries in the field, plus info on how genetics can affect your health and wellbeing. Whole-genome sequencing, genetic disease treatm...

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Science / Life Sciences / Genetics & Genomics



**Handbook of Palliative Care (4th Edition)**

Kitchen

**Comprehensive resource utilising up-to-date evidence and guidelines to support non-specialists in palliative care in both hospital and community settings**

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**Medicine at a Glance 5th Edition**

P Davey

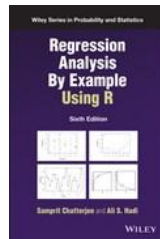
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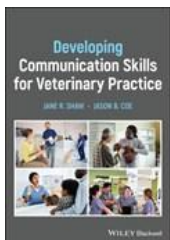
**Regression Analysis By Example Using R (6th Edition)**

Ali S. Hadi, Samprit Chatterjee

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**A STRAIGHTFORWARD AND CONCISE DISCUSSION OF THE ESSENTIALS OF REGRESSION ANALYSIS**

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Jane R. Shaw, Jason B. Coe

*Developing Communication Skills for Veterinary Practice* provides a thorough grounding in practical communication principles for client and team interactions, and helps veterinarians and staff take their communication skills to the next level through self-development and coaching colleagues. The book describes specific evidence-based techniques, gives examples of their use, and demonstrates how to use each skill in the clinical setting, with learning activities to put into practice. It covers every mode of communication, including face-to-face, virtual, telephone, and written communication.

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**Food in a Just World: Compassionate Eating in a Time of Climate Change**

Tracey Harris, Terry Gibbs

*Food in a Just World* examines the violence, social breakdown, and environmental consequences of our global system of food production, distribution, and consumption. From animals in industrialized farming – but also those reared in supposedly higher-welfare practices – to low-wage essential workers, and from populations being marketed unhealthy diets to the natural ecosystems suffering daily degradation, each step of the process is built on some form of exploitation. While highlighting the broken system's continuities from European colonialism to contemporary globalization, the authors argue th...

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L Narziß

**The landmark guide to malting and brewing science is available in English for the first time**

Humans have been producing fermented beverages for at least ten thousand years. Chief among them is beer, which has arguably never been more popular than it is at this point in history. The United States alone boasts more than 9,500 breweries, a number which has risen steadily as the market for craft beer continues to grow in that country. Thus, maltsters and brewers there and around the world are constantly looking for ways to hone their skills to create products of the highest quality as consistently ...



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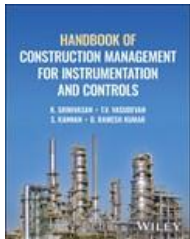


**The Chemistry of Organocobalt Compounds**

Corinne Gosmini, Ilan Marek, Joel F. Liebman, Zvi Rappoport

PATAI's Chemistry of Functional Groups publishes comprehensive reviews on all aspects of specific functional groups. Each volume contains outstanding surveys on theoretical and computational aspects, NMR, MS, other spectroscopic methods and analytical chemistry, structural aspects, thermochemistry, photochemistry, synthetic approaches and strategies, synthetic uses and applications in chemical and pharmaceutical industries, biological, biochemical, and environmental aspects. To date, over 150 volumes have been published in the series.

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Kadambi Srinivasan, T.V. Vasudevan, S. Kannan, D. Ramesh Kumar

**Learn to effectively install and commission complex, high-performance instrumentation and controls in modern process plants**

In *Handbook of Construction Management for Instrumentation and Controls*, a team of experienced engineers delivers an expert discussion of what is required to install and commission complex, high-performance instrumentation and controls. The authors explain why, despite the ubiquitous availability of diverse international standards and instrument manufacturer data, the effective

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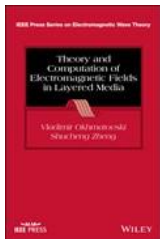


**Signal Processing for Joint Radar Communications**

Kumar Vijay Mishra, Bhavani Shankar, Bjorn Ottersten, A. Lee Swindlehurst

In the last five years, significant developments and applications have been made within radar communications. *Signal Processing for Joint Radar-Communications* delves into the recent advances within the theory and applications of joint radar-communications (JRC) and includes the challenges that are still faced today. Bringing together newly written expert contributions from leading researchers within the field of Joint Radar-Communications, the book tackles key JRC signal processing challenges such as common waveform design

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Okhmatovski

**Explore the algorithms and numerical methods used to compute electromagnetic fields in multi-layered media**

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Inamuddin

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In the near future, high-energy density materials will be required to accommodate the increased demand for gadgets, hybrid cars, and massive electrical energy storage systems. Fuel cells, supercapacitors, and batteries have the highest energy densities, but traditional capacitors have gained attention for intermittent energy harvesting owing to their high energy transfer rate and

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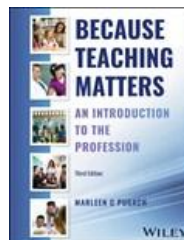
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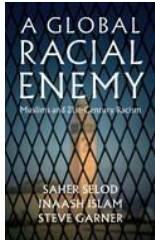
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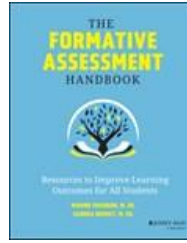
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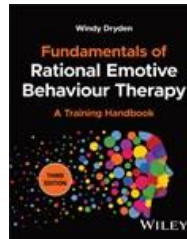
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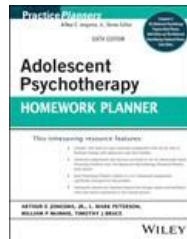
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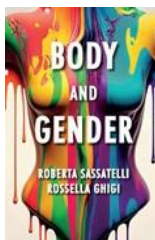
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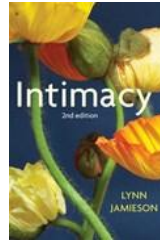
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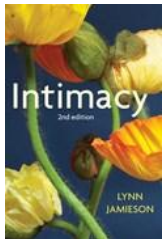
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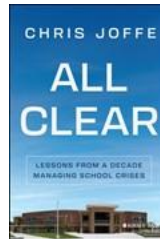
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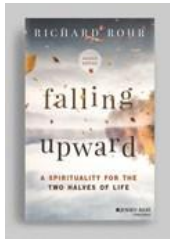
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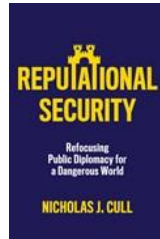
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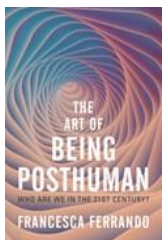
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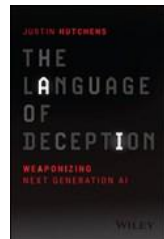
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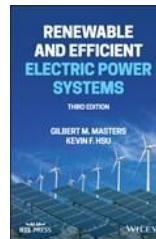
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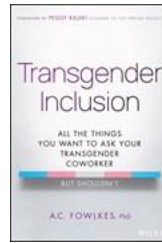
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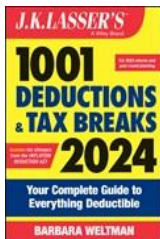
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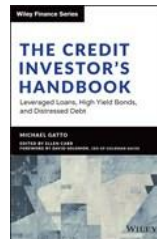
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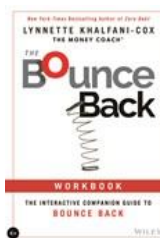
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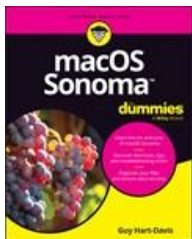
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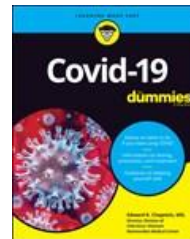
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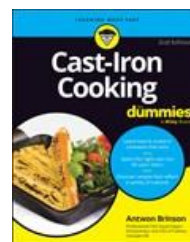
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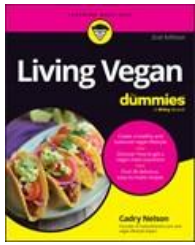
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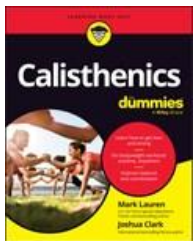
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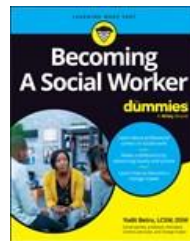
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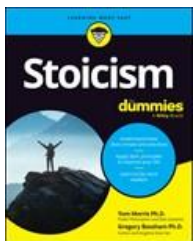
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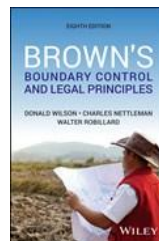
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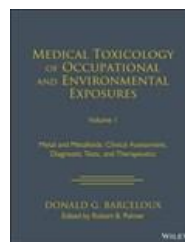


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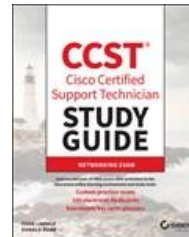
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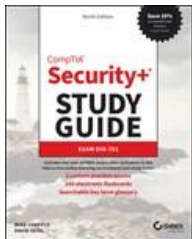
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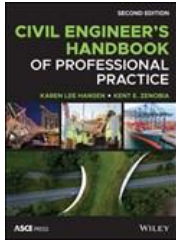
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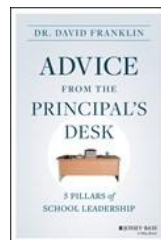
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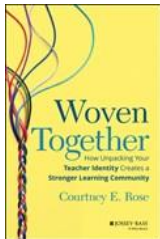
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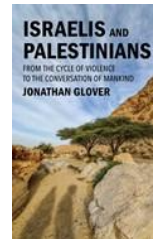
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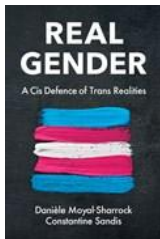
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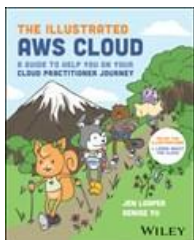
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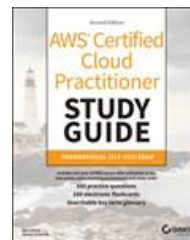
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