

Design Secrets Furniture

Design Secrets : Product 2Design Secrets: FurnitureAtlas des MöbeldesignsDesign SecretsDwellDesign for Tomorrow—Volume 3Claesson Koivisto RuneLos Angeles MagazinePopular ScienceDesignLos Angeles MagazineThe Secret Life of the Modern HouseLos Angeles MagazineThe Convenience RevolutionThe Secret Strategies of MarketingHouse of HavocPopular MechanicsManhattan's SecretThe Cultural Construction of Hidden SpacesColonial HomesWhat Is Design?Log Home DesignMaterials ScienceTreasury, Postal Service, and General Government Appropriations for Fiscal Year 1997Treasury, Postal Service, and General Government Appropriations for Fiscal Year 1997: Department of the TreasuryDesign in the USABeginnings of Interior EnvironmentsThinking Inside the BoxAdvanced Redesign500 AWARD WINNING BUSINESS SECRETS CHECKLISTHouse BeautifulThe Fine Furniture and Furnishings Discount Shopping GuideWhat Color Is Your Slipcover?HomeThe Designs of Donald A. GardnerThe Complete Sourcebook--builders, Decorators, RemodelersAmerican Book Publishing RecordHome Staging in Tough TimesAd \$ SummaryMetropolitan Home Laurel Saville Mateo Kries Laurel Saville Amaresh Chakrabarti Paola Antonelli John Heskett Dominic Bradbury Shep Hyken Shah Mohammed Marni Jameson Birdella Hall-Walker Anne J. Banks Yitzhak Mastai United States United States. Congress. House. Committee on Appropriations. Subcommittee on the Treasury, Postal Service, and General Government Appropriations Jeffrey L. Meikle Lynn M. Jones Edward Hollis Barbara Jennings Geoff Grist Denny Daikeler Home Planners Jay Fruin Barbara Jennings

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contains fifty design projects providing a behind the scenes look that uncovers the design process used to produce the award winning end results each project in this work provides text describing the designer s insights and inspirations as well as the evolution of the illustrated project it contains working drawings sketches and more

new in paperback furniture design is a complex art traditionally techniques of the craft have been passed down from master to apprentice but these days that is less and less the case in contemporary design students are now required to

take courses and figure out much of it themselves this book as with others in the design secrets series takes readers into the studio and reveals tips and techniques as well as the inspiration that brought the concept to life many graphic and product designers are crossing into furniture design including karim rashid a designer of product space light and fashion and todd oldham a photographer graphic designer product designer interior designer and influence in film video and tv oldham is now the star designer at lazy boy a company that has experienced a remarkable rebirth and revamp design secrets furniture shadows similar success stories by showcasing award winning furniture designs from around the world each profile is complete with sketches notes and interim iterations revealing how the final piece came to be

new in paperback furniture design is a complex art

at dwell we re staging a minor revolution we think that it s possible to live in a house or apartment by a bold modern architect to own furniture and products that are exceptionally well designed and still be a regular human being we think that good design is an integral part of real life and that real life has been conspicuous by its absence in most design and architecture magazines

this book showcases cutting edge research papers from the 8th international conference on research into design icord 2021 written by eminent researchers from across the world on design processes technologies methods and tools and their impact on innovation for supporting design for a connected world the theme of icord 21 has been design for tomorrow the world as we know it in our times is increasingly becoming connected in this interconnected world design has to address new challenges of merging the cyber and the physical the smart and the mundane the technology and the human as a result there is an increasing need for strategizing and thinking about design for a better tomorrow the theme for icord 21 serves as a provocation for the design community to think about rapid changes in the near future to usher in a better tomorrow the papers in this book explore these themes and their key focus is design for tomorrow how are products and their development be addressed for the immediate pressing needs within a connected world the book will be of interest to researchers professionals and entrepreneurs working in the areas on industrial design manufacturing consumer goods and industrial management who are interested in the new and emerging methods and tools for design of new products systems and services

the swedish design partnership claesson koivisto rune was founded a little over ten years ago but has already received extraordinary recognition like scandinavian masters before them such as aalto or jacobsen claesson koivisto rune practise both architecture and design in 2004 they were among the first swedish architects to be selected for the international section of the architecture biennale in venice the architectural projects in this monograph include private houses and interiors from europe to north and south america as well as larger buildings like the sfera building culture house in kyoto japan the furniture and other product designs presented here are manufactured by over 30 international companies all photographs have been taken anew for this publication which is a design object in itself consisting of two books separate volumes for architecture and design with introductions by paola antonelli moma and marcus fairs icon magazine

los angeles magazine is a regional magazine of national stature our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define southern california started in the spring of 1961 los angeles magazine has been addressing the needs and interests of our region for 48 years the magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely southern californian

popular science gives our readers the information and tools to improve their technology and their world the core belief that popular science and our readers share the future is going to be better and science and technology are the driving forces that will help make it better

john heskett wants to transform the way we think about design by showing how integral it is to our daily lives from the spoon we use to eat our breakfast cereal and the car we drive to work in to the medical equipment used to save lives design combines need and desire in the form of a practical object that can also reflect the user s identity and aspirations through its form and decoration this concise guide to contemporary design goes beyond style and taste to look at how different cultures and individuals personalize objects heskett also reveals how simple objects such as a toothpick can have their design modified to suit the specific cultural behaviour in different countries there are also fascinating insights into how major companies such as nokia ford and sony approach design finally the author gives us an exciting vision of what design can offer us in the future showing in particular how it can humanize new technology about the series the very short introductions series from oxford university press contains hundreds of titles in almost every subject area these pocket sized books are the perfect way to get ahead in a new subject quickly our expert authors combine facts analysis perspective new ideas and enthusiasm to make interesting and challenging topics highly readable

los angeles magazine is a regional magazine of national stature our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define southern california started in the spring of 1961 los angeles magazine has been addressing the needs and interests of our region for 48 years the magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely southern californian

informative and entertaining this publication is a feast for the eyes while also thought provoking and offers excellent inspiration for daydreaming about what makes the perfect modern house wallpaper a fascinating selection of innovative homes this is a thoughtful journey through the evolution of domestic architecture sunday express over the last century the way that we live at home has changed dramatically nothing short of a design revolution has transformed our houses and the spaces within them moving from traditional patterns of living all the way through to an era of more fluid open plan and modern styles whether we live in a new home or a period house our spaces will have been shaped one way or another by the pioneering modernists and mid century architects and designers who argued for a fresh way of life architectural and design writer dominic bradbury charts the course of this voyage all the way from the late 19th century through to the houses of today in this ground breaking book over nineteen thematic chapters he explains the way our houses have been reinvented while taking in along the way the giants of art deco influential modernists including le corbusier and frank lloyd wright as well as post war innovators such as eero saarinen and philip johnson taking us from the 20th to the 21st century bradbury explores the progress of modernity itself and reveals the secret history of our very own homes

los angeles magazine is a regional magazine of national stature our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define southern california started in the spring of 1961 los angeles magazine has been addressing the needs and interests of our region for 48 years the magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely southern californian

convenience is king when you make it easier for customers to do business with you they will reward you with their money their loyalty and their referrals there s a reason they call it a convenience store because it s convenient when you have to pick up a gallon of milk would you rather stop by a large supermarket or a 7 eleven customers who shop at convenience stores know the selection is smaller and the prices are often higher yet they still come in droves because of the ease of purchase what about the minibar in your hotel room that s convenient too but the convenience comes at a cost did you ever stop to think that the same 5 00 can of coca cola in the hotel s mini fridge can be bought down the hall from the vending machine for just 1 25 yet even with that can of coke being four times more expensive hotels are restocking minibars every day customers will pay for convenience and they ll choose to do more business over time with the people and companies that make their lives more convenient whether you re trying to out service a competitor or disrupt an entire industry creating less friction and being more convenient for your customers should be your strategy when you raise the convenience bar you create the next level of amazing customer experience this book shows you how to leverage convenience as a powerful way to differentiate yourself from your competition you ll learn six compelling strategies supported by numerous examples and case studies that will fuel your plan to create a focus on convenience for your customers the value proposition is both simple and profound when you reduce friction and make it easier for customers to do business with you they ll reward you with their money their loyalty and their referrals that s the advantage of being a part of the convenience revolution

unveiling the psychology behind brand success exploring cognitive biases in marketing are you ready to discover the hidden keys to crafting irresistible marketing campaigns and decoding consumer decisions dive into the world of cognitive biases and their profound impact on branding and advertising with the secret strategies of marketing how brands harness cognitive biases to capture hearts and wallets why this book matters in a world bombarded by marketing messages understanding the psychology that underpins consumer behaviour is the ultimate game changer whether you re a marketer entrepreneur business owner or an inquisitive consumer this book unravels the mysteries behind why certain brands resonate deeply while others remain forgettable your guide to cognitive biases this comprehensive guide explores a treasure trove of cognitive biases from the well known to the lesser explored offering profound insights into their applications and impact from the allure of familiarity to the power of scarcity you ll journey through a spectrum of biases that influence every purchase decision what s in store get ready to dive into the fascinating world of cognitive biases and marketing explore a rich array of biases including but not limited to the zeigarnik effect how unfinished experiences captivate attention the decoy effect how an irrelevant option can shape choices confirmation bias why consumers seek information that confirms their beliefs reciprocity bias how giving creates lasting brand loyalty and many more that shape consumer perceptions choices and loyalties empower your marketing strategy armed with these insights you ll wield the power to craft campaigns that resonate on a deeper emotional level build brand loyalty that stands the test of time develop messaging that captivates and converts navigate the fine line between persuasion and manipulation innovate marketing strategies that speak to the heart of consumer desires unlock brand success it s time to unlock the hidden doors to brand success with the secret strategies of marketing you ll emerge equipped with the knowledge and techniques to revolutionize your marketing approach resonate deeply with your audience and forge lasting connections that transcend traditional campaigns empower yourself against manipulation but it s not just about the brands this book empowers you whether you re a business owner marketer or discerning consumer understanding cognitive biases is your armour against manipulation develop a sharper eye to discern effective marketing from mere manipulation order your copy today prepare to embark on a journey that redefines your understanding of marketing s potential this book is more than just pages it s your guide to unlocking the secrets behind consumer minds paving the way for brand success like never before

the cupboards are overflowing the linen closet holds towels and tools and your once tidy family room might as well come with a ringmaster but that s called living right wrong marni jameson is here to prove that you can turn a hectic home into a haven and do so without being voted off the island with chapters such as kids are great they only dismantle your home one piece at a time you ll laugh as you learn whether to opt for solids or patterns what constitutes

indestructible flooring how to organize your house from top to bottom and how to decorate so home appeal goes up and blood pressure goes down house of havoc is that indispensable guide for making the most of the house you have without driving everyone around you nuts

popular mechanics inspires instructs and influences readers to help them master the modern world whether it s practical diy home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science pm is the ultimate guide to our high tech lifestyle

manhattan s secret is a stunning suspense tale of wealth love and cheating set in the big business world of the big apple edward clark ellington and clarissa marie benton were best friends the first time clarissa saw eddy in elementary school she had butterflies in her stomach she knew he would be her husband and partner for life the two became lovers in college although eddy was very flirtatious and had secret affairs clarissa was eddy s true love eddy and clarissa married after graduating from college to start their dream business ellington international corporation ellington park towers was erected in the heart of manhattan the ellington s became multi millionaires in a short period of time the company became so successful they opened offices in los angeles atlanta and globally in china and japan they were a very wealthy family eddy was the perfect husband and father there was nothing he wouldn t do for his wife and daughter clarissa loved him so much she did not know how she could ever live without him he was her world however eddy s life was a big dark ugly secret clarissa noticed a change in eddy after 17 years of marriage their lives began to spin out of control what secret was eddy carrying that turned their wonderful world upside down birdella hall walker a twin grew up in a family of nineteen children in lockport illinois she has been writing stories poems and short plays since the age of twelve

this essay collection focuses on enclosure deception and secrecy in three spatial areas the body clothing and furniture it contributes to the study of private life and explores the micro history of hidden spaces the contents of pockets may prove a surer index to their owner s real thoughts than anything they say a piece of furniture with ingenious mechanisms created to conceal secrets may also reveal someone s attempts to break in and thus give away as much as it holds though the book s focus is on particular material or imagined objects taken as a whole it exemplifies a range of interdisciplinary encounters between history literary criticism art history philosophy psychoanalysis sociology criminology archival studies museology and curating and women s studies

classic american style

this book is an overview of the process of design as it has evolved from the earliest visual images and artifacts from prehistory to our modern practice of design originally written as a textbook for design students and design professionals it is also oriented to the general public interest in the design arts and the fine arts every object has a story to tell about its period in time its culture its maker and ways of making this thought was the idea behind the making of this book that we can read this story through the interpretation of the forms of objects important influences on modern design have come from the bauhaus and the french decorative arts however what the designer does is best expressed in the work of american industrial designer norman bel geddes excerpt page 55 bell geddes believed that design is primarily a matter of thinking and of envisioning how the customer would use the product while every product has a specific solution bel geddes instituted market research as an essential part of the design process in his redesign of the counter scale for the toledo scale company he changed hand weights to a spring mechanism cast iron to aluminum enclosed the

skeleton body in a white enamel shell and made the scale flush with the counter for ease of use while retaining its basic function bel geddes major innovation was the redesign of the standard gas stove from a stylized furniture form to a single unit encased in clean white enamel rethinking the stove as a skyscraper grid hung with steel plates he simplified the manufacturing process by creating twelve interchangeable components to form sixteen different models source norman bel geddes horizons

log home design is the preferred trusted partner with readers in simplifying the process of becoming a log home owner with its exclusive focus on planning and design the magazine s friendly tone practical content and targeted advertising provide the essential tools consumers need from the crucial preliminary stages through the finishing touches of their dream log home

today modern materials science is a vibrant emerging scientific discipline at the forefront of physics chemistry engineering biology and medicine and is becoming increasingly international in scope as demonstrated by emerging international and intercontinental collaborations and exchanges the overall purpose of this book is to provide timely and in depth coverage of selected advanced topics in materials science divided into five sections this book provides the latest research developments in many aspects of materials science this book is of interest to both fundamental research and also to practicing scientists and will prove invaluable to all chemical engineers industrial chemists and students in industry and academia

from the cadillac to the apple mac the skyscraper to the tiffany lamp the world in which we live has been profoundly influenced for over a century by the work of american designers but the product is only the end of a story that is full of fascinating questions what has been the social and cultural role of design in american society to produce useful things that consumers need or to persuade them to buy things they don t need where does the designer stand in all of this and how has the role of design in america changed over time since the early days of the young republic jeffrey meikle explores the history of american design from the hand crafted furniture and artifacts of the early nineteenth century through the era of industrialization and the mass production of the machine age to the information based society of the present covering everything from the arts and crafts movement to art deco modernism to post modernism the moma to the tupperware bowl beautifully illustrated design in the usa also includes suggestions for further reading a timeline and a list of relevant museums and web sites it is an excellent source of information for anyone seeking to uncover the imagination and industry behind american design

the gold standard for entry level interior design education now published by wiley in this eleventh edition of beginnings of interior environments accomplished interior designer and professor lynn m jones delivers a balanced and comprehensive overview of commercial and residential interior design written to offer coverage of the creative and technical characteristics of the profession the text also addresses council for interior design accreditation cida content the book presents topics on the scope of the profession spatial development and visual literacy while also reviewing the factors of quality aesthetics hundreds of images from actual design projects supplied by national and international design firms illustrate the design process design scenarios or case studies demonstrate examples of professional practice and in house production work students are likely to encounter during their career the text discusses issues of global importance from sustainability to universal design a pictorial essay reviews the history of style readers will also enjoy an introduction to interior environments including the fundamentals of interior design and the health safety and welfare benefits of interior design an exploration of design fundamentals including the elements and principles of design with a special emphasis on color practical discussions on building construction including construction components and codes as well as lighting electrical and communication systems an entire section dedicated to interior finishes upholstery wallcoverings and floorings and furnishings furniture art and accessories in depth examinations of the

profession of interior design including career opportunities beginnings of interior environments is perfect for students in an introductory interior design course and an indispensable resource for anyone seeking a balanced interior design perspective for their home or office

a collection of essays from prominent thinkers in the field of interiors topics touched upon in this collection ranges from cushions curtains and feminism the relationship between the interior and the enclave in the contemporary age of terror the regulation of the profession of interiors and the representation of the interior on the written page and in history with various debates on the identity the profession and the regulation of interior design essays on the relationship between theory and practice in interiors and case studies from and reflections upon the education of the interior designer this collection of writings is essential reading for anyone with an interest in interior design

learn how to maximize profits in your redesign and staging business with 10 value added services and products perfect for decorating consultants to offer their clients

this is the revised story of my past real life business audio sound centre and the strategies i employed which helped my business win the 1997 telstra award for the best small business in nsw category under 10 employees referred to by many as the olympic games gold medal of australian small business armed with an understanding of my small business secrets i hope you will go to work on your own small business and improve its current position perhaps with enough hard work you too could win a similar coveted business award in your area i encourage you to seek out your local awards and enter them i have written this book from my position as a small business owner it is written from my real life experiences and is very much an account of the way i do things i have covered both the highs and lows that i experienced in taking my business from its conception through to its sale so hopefully you will learn something of my struggle and consequently you will profit from my journey inside this book i have detailed my business secrets for you i would like you to start using them in your own small business today not next week but today this is a practical hands on business guide and checklist developed tried and tested by me and written from my personal experience just for you i have already made the mistakes for you so please read this book with a highlighter pen in your hand so you can mark your favourite secrets and implement the ideas behind them right now take my ideas and make them your own you can do it it s not easy but it is possible when i started my own small business i read as many books about business as i could get my hands on however most were far from the reality of day to day business life i did not find a single business book that gave the real perspective i experienced being in a small business of my own

individuals must find a unique home decoration style that is perfectly suited to them to be truly happy a process outlined by a qualified designer through exercises aimed toward understanding the relationship our living spaces play in our well being original 25 000 first printing

one look at the designs of donald a gardner and you ll know why thousands of homeowners across the nation have chosen these beautiful homes to build and cherish discover the simple elegance and beauty that make these homes so popular these sample pages offer just a taste of what you ill find in this comprehensive collection

the complete sourcebook is a convenient aid in the search for sources of building and decorating products with an extensively cross referenced listing of over 4800 national and international manufacturers distributors and retailers this book is a useful tool for both the professional and the do it yourselfer readers can save hundreds of dollars by dealing directly with the manufacturers and distributors

whenever home staging consultants face challenging times either economically or personally the need for deeper fresh compelling business tactics and strategies becomes more necessary even vital for survival for some home staging in tough times brings together some of the most cutting edge marketing strategies in the home staging industry ever put in print teaching readers how to think and operate outside the box and meet the challenges of the times with a deep passion a high ethical standard and well deserved hope readers will be introduced to a host of practical tips ideas and concepts never before published by barbara jennings national best selling author in the industry and director of the academy of staging and redesign jennings doesn't just give theory but she makes the more difficult applications for readers filling her pages with a multitude of examples forms sample letters sample promotional articles encouragement creativity and so much more her easy going conversational style is personable and makes for a pleasant read learn how you can ratchet up your profits from your home staging business generate more clients in new and unusual ways that work especially well in down markets and keep your business prospering no matter what circumstances currently surround you jennings has written 13 books for the home staging and interior redesign industry and has trained thousands globally through her certification courses

advertising expenditure data across ten media consumer magazines sunday magazines newspapers outdoor network television spot television syndicated television cable television network radio and national spot radio lists brands alphabetically and shows total ten media expenditures media used parent company and pib classification for each brand also included in this report are industry class totals and rankings of the top 100 companies of the ten media

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Decoding the Mystery: Unpacking 400 Grams to Ounces

Have you ever stood in a foreign grocery store, a recipe in hand, only to be confronted by a unit of measurement you don't recognize? Perhaps you've tried to follow a meticulously crafted baking tutorial, only to find the ingredient list uses grams while your kitchen scale measures in ounces. This frustrating experience highlights the importance of understanding different units of measurement and the ability to seamlessly convert between them. Today, we'll delve into the fascinating world of metric and imperial systems, specifically tackling the conversion of 400 grams to ounces – a common conversion problem that arises in various everyday scenarios.

Understanding Grams and Ounces: A Tale of Two Systems

Before we jump into the conversion, let's briefly explore the origins and differences between grams and ounces. Grams (g) are a unit of mass in the metric system, a decimal system based on powers of 10, making conversions relatively straightforward. This system is predominantly used globally, with a few notable exceptions. Ounces (oz), on the other hand, belong to the imperial system, a less intuitive system with varied conversion factors between units. The imperial system is still widely used in some countries, predominantly the United States. The core difference lies in their base units. The gram is derived from the kilogram, the base unit of mass in the metric system, while the ounce is derived from the pound, the base unit of mass in the imperial system. This fundamental difference necessitates a conversion factor when moving between the two systems.

The Conversion Calculation: From Grams to Ounces

The conversion factor for grams to ounces is approximately 28.35 grams per ounce. This means that one ounce is roughly equal to 28.35 grams. To convert 400 grams to ounces, we simply divide the number of grams by the conversion factor: $400 \text{ grams} / 28.35 \text{ grams/ounce} \approx 14.11 \text{ ounces}$. Therefore, 400 grams is approximately equal to 14.11 ounces. It's crucial to remember that this is an approximation. The exact conversion factor varies slightly depending on the specific definition of the ounce used (avoirdupois ounce is the most common).

Real-Life Applications: Where Does this Conversion Matter?

Understanding the conversion between grams and ounces proves invaluable in numerous real-life situations: Cooking and Baking: Many recipes, especially those originating from different countries, might use grams as their unit of measurement. Knowing how to convert grams to ounces is crucial for accurately measuring ingredients and achieving the desired results. Imagine trying to bake a cake with significantly more or less flour than required – the results

could be disastrous! **International Shipping and Commerce:** When dealing with international shipments, understanding weight conversions is essential. Shipping costs are often calculated based on the weight of the package, and inconsistent units can lead to confusion and extra charges. **Scientific Experiments and Research:** In scientific settings, accurate measurements are paramount. Converting between grams and ounces might be necessary when dealing with data from different sources or instruments that use different measurement systems. **Personal Fitness and Health:** Many fitness trackers and nutrition apps allow you to input your weight and track your progress. Being able to convert between grams and ounces ensures accurate tracking regardless of the unit used on different devices.

Beyond the Basics: Precision and Accuracy

While our calculation yielded approximately 14.11 ounces, it's important to note that this is a rounded figure. For applications requiring higher precision, using a more precise conversion factor (such as 28.3495 grams per ounce) might be necessary. The level of precision required depends entirely on the context. For casual cooking, rounding to one decimal place is usually sufficient. However, in scientific research, more decimal places might be necessary to ensure accurate results.

Summary: Mastering the Gram-to-Ounce Conversion

Converting 400 grams to ounces involves understanding the differences between the metric and imperial systems, utilizing the correct conversion factor (approximately 28.35 grams per ounce), and performing a simple division. This fundamental conversion has numerous practical applications across various fields, highlighting the importance of mastering unit conversions for accurate and efficient work. Whether you are baking a cake, shipping a package, or conducting scientific research, understanding this conversion ensures smooth and accurate processes.

Frequently Asked Questions (FAQs)

1. Is there a way to convert ounces to grams? Yes, you can simply reverse the process. Multiply the number of ounces by the conversion factor (28.35 grams/ounce). 2. Are there online converters for grams to ounces? Yes, many websites and apps provide quick and easy conversion tools for grams to ounces and other units. 3. What if I need to convert other units of weight or mass? Similar conversion factors exist for other units like kilograms, pounds, and tons. Refer to a conversion table or online converter for these conversions. 4. Why is the conversion factor not exactly 28.35? The exact conversion factor varies slightly depending on the specific definition and standard used for the ounce. 28.35 is a widely accepted approximation. 5. Can I use this conversion for all types of materials? While the conversion factor applies broadly, the weight of a material can be affected by its density. For very dense or very light materials, extremely precise conversions may require considering density as well.

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