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Cola Wars Continue - David B. Yoffie - 2002
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Coke Versus Pepsi - Ahmed Maamoun - 2020
For over a century, rivals Pepsi and Coke have
the other. The ongoing warfare involves many choice. The Coca-Cola Company, created in 1886, is the world's largest beverage corporation, offering over 500 brands to consumers in 200 countries. Pepsi-Cola, founded seven years later in 1893, is one of the world's leading food and beverage conglomerates. In the early 1980s, the term "Cola Wars" was coined to describe the feud between the two companies. What makes the Coke/Pepsi rivalry so intriguing is that their products are basically identical. They are both brown, cola-flavored, syrupy, carbonated beverages. To some consumers, Coke and Pepsi don't even taste that different. More so, the two industry leaders are practically the same size organizations with similar products and strategies. With the very low level of differentiation between Coke and Pepsi, their competition is cutthroat. So why do these very similar products generate such passionate brand loyalty? Each cola giant has utilized similar advertising and marketing tactics to outperform weapons, such as offering an extensive assortment of flavors, using futuristic technology, celebrity endorsements, logos, slogans, co-branding, sponsorships, and creative promotions, and constantly thinking outside the can. In the United States, and most global markets, Coke dominates, but Pepsi is always present to poke fun at the original cola drink. The fact that Pepsi has survived, and even thrived, for so long is verification that its persistent brand storytelling and strategy of being a formidable underdog works. The war between the two iconic American brands has intensified, and there is no end in sight. Coke or Pepsi? It's a question that's been around longer than the oldest living person. The war rages on.

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**Competition's New Clothes** - François Lévêque - 2019-02-07

Lévêque recounts twenty revealing tales of real-life rivalry between firms across diverse industries, including wine, skiing, opera, video games and cruise liners. These entertaining and insightful narratives are informed by recent advances in economics, factoring in the many
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**Coke Vs. Pepsi** - John Kirby Spivey - 2009
This thesis looks at the actions of Coca-Cola and
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**I'd Like the World to Buy a Coke** - David Greising - 1998-03-06
Robert Goizueta created more stockholder wealth than anyone in history. Here's how he did it The late Roberto Goizueta helped catapult the successful but stagnant Coca-Cola into the world's most powerful brand and one of the greatest generators of stockholder wealth in history. At the time of his death, he was hailed in papers around the world as one of the most innovative and successful CEO's of our time. Yet little is known of this corporate maverick. This is his story.

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Coke’s success was its strategy, from the start, to Pendergrast - 2000-03-17
Traces the evolution of Coca-Cola from its quiet beginnings to the influential giant of today, and includes trivia facts, company lore, and stories of Coca-Cola's "secret formula."

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**Citizen Coke: The Making of Coca-Cola Capitalism** - Bartow J. Elmore - 2014-11-03
"Citizen Coke demostrate[s] a complete lack of understanding about . . . the Coca-Cola system—past and present." —Ted Ryan, the Coca-Cola Company
How did Coca-Cola build a global empire by selling a low-price concoction of mostly sugar, water, and caffeine? The easy answer is advertising, but the real formula to offload costs and risks onto suppliers, franchisees, and the government. For most of its history the company owned no bottling plants, water sources, cane- or cornfields. A lean operation, it benefited from public goods like cheap municipal water and curbside recycling programs. Its huge appetite for ingredients gave it outsized influence on suppliers and congressional committees. This was Coca-Cola capitalism. In this new history Bartow J. Elmore explores Coke through its ingredients, showing how the company secured massive quantities of coca leaf, caffeine, sugar, and other inputs. Its growth was driven by shrewd leaders such as Asa Candler, who scaled an Atlanta soda-fountain operation into a national empire, and “boss” Robert Woodruff, who nurtured partnerships with companies like Hershey and Monsanto. These men, and the company they helped build, were seen as responsible citizens, bringing jobs and development to every corner of the globe.
But as Elmore shows, Coke was usually getting the sweet end of the deal. It continues to do so. Alongside Coke’s recent public investments in water purification infrastructure, especially in Africa, it has also built—less publicly—a rash of bottling plants in dangerously arid regions. Looking past its message of corporate citizenship, Elmore finds a strategy of relentless growth. The costs shed by Coke have fallen on the public at large. Its annual use of many billions of gallons of water has strained an increasingly scarce global resource. Its copious servings of high-fructose corn syrup have threatened public health. Citizen Coke became a giant in a world of abundance. In a world of scarcity it is a strain on resources and all who depend on them.

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Secret Formula - Frederick Allen - 2015-10-27
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charts soda's remarkable, world-changing the magic of bubbling water. You'll discover how fizzy pop cashed in on Prohibition, helped presidents reach the White House, and became public health enemy number one. You'll learn how Pepsi put the fizz in Apple's marketing and how soda's sticky sweet allure defined and built nations. And you'll find out how a soda-loving snail rewrote the law books. Fizz! tells the extraordinary tale of how a seemingly simple everyday refreshment zinged and pinged over our taste buds and, in doing so, changed the world around us. Tristan Donovan is the author of Replay: The History of Video Games. His work has appeared in the Times, Stuff, the Daily Telegraph, the Guardian, and the Big Issue, among others.

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Inside Coca-Cola - Neville Isdell - 2011-10-25
The first book by a Coca-Cola CEO tells the remarkable story of the company's revival Neville Isdell was a key player at Coca-Cola for more than 30 years, retiring in 2009 as CEO after regilding the tarnished brand image of the world's leading soft-drink company. This first book by a Coca-Cola CEO tells an extraordinary personal and professional world-wide story, ranging from Northern Ireland to South Africa to Australia, the Philippines, Russia, Germany, India, South Africa and Turkey. Isdell helped put out huge public relations fires (India and Turkey), opened markets (Russia, Eastern Europe, Philippines and Africa), championed Muhtar Kent, the current Turkish-American CEO, all while living the ideal of corporate responsibility. Isdell's, and Coke's, story is newsy without being gossipy; principled without being preachy. Inside Coca-Cola is filled with stories and lessons appealing to anybody who has ever taken "the pause that refreshes." It's also a readable and important look at how companies can market and govern themselves more-ethically and to great success.

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In the new knowledge economy, traditional modes of thinking are no longer effective. Compartmentalizing problems and solutions and assuming everything can be solved with the right formula can no longer keep pace with the radical changes occurring daily in the modern business world. It’s Not Complicated offers a paradigm shift for business professionals looking for simplified solutions to complex problems. In his straightforward and highly engaging style, Rick Nason introduces the principles of “complexity thinking” which empower managers to understand, correlate, and explain a diverse range of business phenomena. For example, why
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The Cola Wars have long fascinated students of American business. Until 30 years ago, Coca-Cola clearly dominated the carbonated soft-drink industry, but with Pepsi-Cola's challenge in the 1960s, the market environment became fiercely competitive. Rivalry was well publicized and intense. Now recognized as two of the premier marketing companies in the world, Coke and Pepsi created and implemented management strategies to deal aggressively, not reactively, with the competition between them. How they have changed their product and marketing strategies, and altered their corporate structures to reflect them, is explored here in detail. More than a case study, this book will be a valuable how-to for corporate management in other highly competitive arenas and an informative inside look for their marketing and sales teams.
Cola Wars Continue: Coke and Pepsi in 2010
- David B. Yoffie - 2011

The Real Coke, the Real Story - Thomas Oliver
- 2013-10-09

“Examines why the set-in-its-ways Coca Cola Company tampered with a drink that had become an American institution—and blundered into one of the greatest marketing triumphs of all time.”—New York On April 23, 1985, the top executives of the Coca-Cola Company held a press conference in New York City. News had leaked out that Coke, the king of soft drinks, would no longer be produced. In its place the Coca-Cola Company would offer a new drink with a new taste and would dare call it by the old name, Coca-Cola. The new Coke was launched—and the reaction of the American people was immediate and violent: three months of unrelenting protest against the loss of Coke.

So fierce was the reaction across the country
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That it forced a response from the Coca-Cola Company. Stunned Coca-Cola executives stepped up to the microphone and publicly apologized to the American people. They announced that the company would reissue the original Coca-Cola formula under a new name, Coke Classic. The Real Coke, the Real Story is the behind-the-scenes account of what prompted Coca-Cola to change the taste of its flagship brand—and how consumers persuaded a corporate giant to bring back America’s old friend.

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the way we understand leadership and decision making. In his breakthrough bestseller The Tipping Point, Malcolm Gladwell redefined how we understand the world around us. Now, in Blink, he revolutionizes the way we understand the world within. Blink is a book about how we think without thinking, about choices that seem to be made in an instant--in the blink of an eye--that actually aren't as simple as they seem. Why are some people brilliant decision makers, while others are consistently inept? Why do some people follow their instincts and win, while others end up stumbling into error? How do our brains really work--in the office, in the classroom, in the kitchen, and in the bedroom? And why are the best decisions often those that are impossible to explain to others? In Blink we meet the psychologist who has learned to predict whether a marriage will last, based on a few minutes of observing a couple; the tennis coach who knows when a player will double-fault before the racket even makes contact with the ball; the antiquities
are some people brilliant decision makers, while too, are great failures of "blink": the election of Warren Harding; "New Coke"; and the shooting of Amadou Diallo by police. Blink reveals that great decision makers aren't those who process the most information or spend the most time deliberating, but those who have perfected the art of "thin-slicing"--filtering the very few factors that matter from an overwhelming number of variables.

**Blink** - Malcolm Gladwell - 2007-04-03

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Recently, the company has negotiated and realized several acquisitions in Europe. In May 2005, PepsiCo bought the leading German juice maker Punica Getraenke. [Mercer (Europe's juice sector), p. 1.] In November 2005, it has reached agreement on the principal terms and conditions for the purchase of Sara Lee Corporation's Belgium and France. [PepsiCo International (Sara Lee Nuts Business), p. 1.]

With these investments, PepsiCo is driving an international expansion strategy. It aims growth outside the United States (U.S.) by adding local products to their global brands, until its traditional carbonated soft drink portfolio suffers from slower growth, and even some decline. [Mercer (Europe's juice sector), p. 1.]

Using this situation as a background, it is interesting to analyze the market of PepsiCo. Who are the global competitors? What structure has the market, as the firm is seeking for growth? The goals of this research are to deduct the market of PepsiCo and to measure its structure by using significant ratios. First, PepsiCo will be briefly described and the contrast of a global and local view of the market will be compared. Afterwards the competitors of the firm will be named. The market will be split into the non-alcoholic beverage sector and the convenient food sector.
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must make a stand for truth, justice, and clean beverage sector and the convenient food sector. Finally, the structure of these sectors will be measured by the concentration ratio and Hirschmann-Herfi.

**Cola Wars** - Dennis J. Barton - 2002-08-01

In a time where all water is infected by the poisonous "sludge", two cola companies struggle for world domination. Super-heroes representing the Coak-Cola and Popsi-Cola corporations slug it out in pursuit of ultimate victory while the downtrodden common man suffers from dehydration, caffeine-addiction and dental decay. Jack is as SS-man, a Special Services Operative for Coak-Cola. He does the dirty work and makes a good living. He's got a posh pad, a fast car, and chicks really dig him. Everything is going just great until he begins to catch on that his employer is not so benevolent as he had once been lead to believe. Something is rotten in Cola-Land. And Jack, reluctant Jack, along with a mysterious new super-hero who calls himself "The Blue Buddha", must make a stand for truth, justice, and clean drinking-water for all.
From its 1939 “Nickel, Nickel” jingle to pathbreaking collaborations with Michael Jackson and Madonna to its pair of X Factor commercials in 2011 and 2012, Pepsi-Cola has played a leading role in drawing the American pop music industry into a synergetic relationship with advertising. This idea has been copied successfully by countless other brands over the years, and such commercial collaboration is commonplace today—but how did we get here? How and why have pop music aesthetics been co-opted to benefit corporate branding? What effect have Pepsi’s music marketing practices in particular had on other brands, the advertising industry, and popular music itself? Soda Goes Pop investigates these and other vital questions around the evolving relationships between popular music and corporate advertising. Joanna K. Love joins musical analysis, historical research, and cultural theory to trace parallel shifts in these industries over eight decades. In addition to scholarly and industry resources, she draws on first-hand accounts, pop culture magazines, trade press journals, and other archival materials. Pepsi’s longevity as an influential American brand, its legendary commercials, and its pioneering, relentless pursuit of alliances with American musical stars makes the brand a particularly instructive point of focus. Several of the company’s most famous ad campaigns are prime examples of the practice of redaction, whereby marketers select, censor, and restructure musical texts to fit commercial contexts in ways that revise their aesthetic meanings and serve corporate aims. Ultimately, Love demonstrates how Pepsi’s marketing has historically appropriated and altered images of pop icons and the meanings of hit songs, and how these commercials shaped relationships between the American music business, the advertising industry, and corporate brands. Soda Goes Pop is a rich resource for scholars and students of American studies, popular culture,
Pop investigates these and other vital questions is also an accessible and informative book for the general reader, as Love’s musical and theoretical analyses are clearly presented for non-specialist audiences and readers with varying degrees of musical knowledge.

**Soda Goes Pop** - Joanna Love - 2019-07-22

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A History of the World in Six Glasses - Tom Standage - 2010-01-08
Whatever your favourite tipple, when you pour yourself a drink, you have the past in a glass. You can likely find them all in your own kitchen — beer, wine, spirits, coffee, tea, cola. Line them up on the counter, and there you have it: thousands of years of human history in six drinks. Tom Standage opens a window onto the past in this tour of six beverages that remain essentials today. En route he makes fascinating forays into the byways of western culture: Why were ancient Egyptians buried with beer? Why was wine considered a “classier” drink than beer by the Romans? How did rum grog help the British navy defeat Napoleon? What is the relationship between coffee and revolution? And how did Coca-Cola become the number one poster-product for globalization decades before the term was even coined?
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The Real Pepsi Challenge - Stephanie Capparell - 2008-06-17
In America's long march toward racial equality, small acts of courage by men and women whose names we don't recall have contributed mightily to our nation's struggle to achieve its own ideals. This moving book details the story of one such little-noted chapter. In the late 1940s and early 1950s, as Jackie Robinson changed the face of baseball, a group of African-American businessmen -- twelve at its peak -- changed the face of American business by being among the first black Americans to work at professional jobs in Corporate America and to target black...
tell their stories to the author. Their voices, full depicted African-Americans as one-dimensional characters: Aunt Jemimas and Uncle Bens. But thereafter, Pepsi-Cola took a different approach, portraying American blacks for what they were increasingly becoming -- accomplished middle-class citizens. While such portrayals seem commonplace to us today, they were revolutionary in their time, and the men who brought them into existence risked day-to-day professional indignities parallel to those that Jackie Robinson suffered for breaking baseball's color line. As they crossed the country in the course of their jobs, they faced the cruelty of American racial attitudes. Jim Crow laws often limited where they could eat and sleep while on the road, and they faced resistance even within their own company. Yet these men succeeded as businessmen, and all went on to success in other professions as well, including medicine, journalism, education, and international diplomacy. Happily, six of these pioneers lived to of pride, good humor, and sharp recollection, enrich these pages and give voice to the continuing American saga.

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portraying American blacks for what they were black consumers was primarily motivated by the pursuit of profits -- and the campaign succeeded, boosting Pepsi's earnings and market share. But America succeeded as well, as longstanding stereotypes were chipped away and African-Americans were recognized as both talented employees and valued customers. It was a significant step in our becoming a more inclusive society. On one level, The Real Pepsi Challenge, whose author is an editor and writer for The Wall Street Journal, is a straightforward business book about the birth of niche marketing. But, as we quickly learn, it is a truly inspirational story, recalling a time when we as a nation first learned to see the strength of our diversity. It is far more than a history of marketing in America; it is a key chapter in the social history of our nation. Until these men came along, typical advertisements depicted African-Americans as one-dimensional characters: Aunt Jemimas and Uncle Bens. But thereafter, Pepsi-Cola took a different approach, increasingly becoming -- accomplished middle-class citizens. While such portrayals seem commonplace to us today, they were revolutionary in their time, and the men who brought them into existence risked day-to-day professional indignities parallel to those that Jackie Robinson suffered for breaking baseball's color line. As they crossed the country in the course of their jobs, they faced the cruelty of American racial attitudes. Jim Crow laws often limited where they could eat and sleep while on the road, and they faced resistance even within their own company. Yet these men succeeded as businessmen, and all went on to success in other professions as well, including medicine, journalism, education, and international diplomacy. Happily, six of these pioneers lived to tell their stories to the author. Their voices, full of pride, good humor, and sharp recollection, enrich these pages and give voice to the continuing American saga.
Coca-Cola: a Soft drink which is not only refreshment, but an American symbol. Coca-Cola has grown to one of the world’s biggest and most successful companies. Such a success could only be achieved by a strong and outstanding Marketing Management. Coca-Cola connects with its audience and customers in a way that other companies don’t do. This report provides information about Coca-Cola’s Marketing Strategy and analyzes its communication, product and price policy.

Soda Goes Pop - Joanna K. Love - 2019
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<td>We Are What We Sell: How Advertising Shapes</td>
<td>Danielle Sarver Coombs</td>
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<td>American Life. And Always Has [3 volumes]</td>
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to children, minorities, and low-income
populations, in developing as well as
industrialized nations. And once they have
stimulated that demand, they leave no stone
untouched to protect profits. That includes
lobbying to prevent any measures that would
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**The Story of Coca Cola** - Valerie Bodden - 2015-08-01
Did you know the world’s most celebrated soft drink was concocted by a pharmacist while trying to create a cure for headaches? Today, more than one billion Coca-Cola products are being consumed every day around the globe. Nicknamed Coke, a company that churns out a revenue of USD 24 billion a year had a rather humble beginning. When local pharmacist John from cola nut, cocoa leaf and several other ingredients to create a tonic, little did he know he was creating a brand which would later become synonymous with having a good time – frothing with fun and frolic. The Story of Coca-Cola is the chronicler of a journey that started in 1886 at the back of a shop in Atlanta, Georgia, to become the global leader in the beverage industry; through their shares of wars, scandals, ups and downs. It is the story of a survivor, a world leader. JAICO’S CREATIVE COMPANIES SERIES explores how today’s great companies operate and inspires young readers to become the entrepreneurs and businessmen of tomorrow.

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World War Brands: World War II and the Rise of the Modern American Brand - Barry Silverstein - 2021-09-02
How the Modern American Brand was Born

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Silverstein - 2021-09-02

and '50s. Silverstein concludes the book by examining brands in the context of American post-war culture, moving from the war's end into the 1950s and 1960s. He demonstrates how the consumerism of post-war America led quite directly to the birth of breakthrough brands and modern brand marketing strategies. Many brands from this time have survived and thrived into the 21st Century. In this book you'll learn: - How Coca-Cola, Disney and other great American brands played an integral role in World War II - Why some American brands chose to do business with Nazi Germany - How television influenced the rise of the modern American brand - Plus, see 38 vintage ads that reflect the wartime economy. This unique book takes a fresh look at the impact of World War II on America from a marketing perspective. History and brand buffs alike will be enthralled by WORLD WAR BRANDS!

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Based on the major themes found on the most active Facebook page in history, Jesus Daily is a 365-day interactive devotional that goes beyond even the fan page to create a deeper experience and cultural movement that celebrates your redemption in Christ. Jesus Daily presents a devotional thought but also challenges you to respond to each daily reflection using a variety of social media tools. Jesus Daily is a worldwide revolution in how you can connect, share, and worship the Father personally and with other believers.
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**Cola Wars Continue** - David B. Yoffie - 2009

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**The Cola Wars in South Africa** - Kirby Spivey - 2011-03

This book looks at the actions of Coca-Cola and Pepsi in South Africa during both the anti-apartheid movement and the post-apartheid era. The processes which led to those actions, both corporations' removal of their presence in South Africa, the effects this had on South Africa, and their reemergence in a post-apartheid state are examined. It will be shown that, despite the public relations campaigns of both Coke and Pepsi, far more importance was placed on their products' profitability than the well-being of the black Africans who produced, delivered, or consumed the soft drinks. However, both revolution in how you can connect, share, and worship the Father personally and with other believers.

Cola Wars Continue

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The Cola Wars in South Africa

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**International Bibliography of Business History** - Francis Goodall - 2013-12-16
The field of business history has changed and grown dramatically over the last few years. There is less interest in the traditional 'company-centred' approach and more concern about the wider business context. With the growth of multinational corporations in the 1980s, international and inter-firm comparisons have gained in importance. In addition, there has been a move towards improving links with mainstream economic, financial and social history through techniques and outlook. The International Bibliography of Business History brings all of the comprehensive guide to the literature in the field. The Bibliography is a unique volume which covers the depth and breadth of research in business history. This exhaustive volume has been compiled by a team of subject specialists from around the world under the editorship of three prestigious business historians.

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**Odyssey** - John Sculley - 1989

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**How Pepsi Popped Its Top** - New Word City - 2010-02-01

With U.S. soda sales flagging, Coca-Cola resurgent, and the world in recession, PepsiCo’s Indra Nooyi has found ways to cope with each challenge. She has also moved PepsiCo toward a greater commitment to health and the environment, a strategy that has inspired employees, attracted customers, and aided overseas operations. Meet a rabid New York

adoring the 2009 World Series champions, Nooyi is stunningly different from the men who head up most of America’s biggest corporations. She was born 54 years ago in Madras, India. She often wears saris to work at her New York office. She is smart, ebullient, determined, and successful. As Chairperson and Chief Executive Officer of PepsiCo, Inc., she runs the biggest U.S. corporation headed by a woman. Pepsi is booming, largely because Indra Nooyi has transformed its mission, refocusing the company on the world’s rising demand for healthier foods and the soaring need for environmental action. Here is a major global company simultaneously doing good and doing well--thanks to a charming, indomitable Indian woman. New Word City, publishers of digital originals, contributes 10 percent of its profits to literacy causes.

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