

persuasion: social influence and compliance gaining

7th edition pdf

persuasion: social influence and compliance gaining 7th edition pdf is a comprehensive resource for students, scholars, and practitioners interested in understanding the intricate mechanisms of human influence, persuasion techniques, and compliance strategies. The 7th edition of this influential book offers a detailed exploration of how social influence operates within various contexts, ranging from interpersonal interactions to mass communication. With the availability of the PDF version, readers can conveniently access the content online or offline, making it a valuable tool for academic study, professional development, and practical application.

In this article, we delve into the core themes of *Persuasion: Social Influence and Compliance Gaining 7th Edition*, exploring its key concepts, practical insights, and significance in the field of communication and social psychology. Whether you're a student seeking to grasp fundamental theories or a professional aiming to refine your influence skills, this comprehensive guide provides a detailed overview to enhance your understanding.

Understanding Persuasion and Social Influence

What Is Persuasion?

Persuasion is the process of changing or reinforcing attitudes, beliefs, or behaviors through communication. It involves intentional efforts to influence another person's mental state or actions, often utilizing various strategies and techniques grounded in psychological principles.

Social Influence Defined

Social influence refers to the ways in which individuals' thoughts, feelings, and behaviors are affected by others. It encompasses a broad range of phenomena, including conformity, compliance, obedience, and persuasion.

Why Study Persuasion and Social Influence?

Understanding these concepts is crucial because:

- They shape everyday interactions.
- They inform effective communication strategies.
- They help in resisting manipulation.
- They are vital in fields like marketing, politics, health communication, and conflict resolution.

Key Themes and Concepts in the 7th Edition

Historical Foundations of Persuasion

The book traces the development of persuasion theories, from classical rhetoric to modern social psychology, highlighting influential figures such as Aristotle, Cialdini, and others.

Theories of Persuasion

Major theories covered include:

1. Elaboration Likelihood Model (ELM): Explains how persuasion occurs via central or peripheral

routes.

2. Heuristic-Systematic Model: Focuses on how individuals process persuasive messages.
3. Social Judgment Theory: Describes how existing attitudes influence receptivity to new messages.
4. Balance Theory and Cognitive Dissonance: Explores how consistency and discomfort motivate attitude change.

Compliance Gaining Strategies

The book emphasizes various techniques to gain compliance, such as:

- Foot-in-the-door: Starting with small requests to secure agreement on larger ones.
- Door-in-the-face: Making a large request expecting rejection, followed by a smaller, more reasonable request.
- Low-ball: Securing agreement and then increasing the commitment.
- Ingratiation: Using flattery or friendliness to influence.

Persuasion in Different Contexts

The 7th edition examines how persuasion functions across diverse settings:

- Interpersonal relationships
- Advertising and marketing
- Political campaigns
- Health communication and public health initiatives
- Organizational settings

Practical Applications of Persuasion Techniques

Effective Communication Strategies

Understanding persuasion techniques enables individuals to craft messages that are more likely to influence others positively.

Key points include:

- Tailoring messages to audience values and beliefs.
- Using credible sources to enhance trust.
- Incorporating emotional appeals alongside logical arguments.
- Ensuring clarity and consistency in messaging.

Resistance and Defense Against Persuasion

The book also discusses how to recognize and resist unwanted influence attempts, emphasizing:

- Critical thinking and skepticism.
- Awareness of common persuasion tactics.
- Strengthening personal attitudes and convictions.

Ethical Considerations

While persuasion can be used ethically to promote beneficial behaviors, misuse can lead to manipulation. The text underscores the importance of:

- Honesty and transparency.
- Respecting autonomy.
- Avoiding deception and coercion.

Features of the 7th Edition PDF

Accessibility and Convenience

The PDF version of Persuasion: Social Influence and Compliance Gaining 7th Edition provides:

- Easy access from multiple devices.
- Searchable text for quick reference.
- Annotations and highlighting features.
- Portable format suitable for on-the-go learning.

Updated Content and Case Studies

The 7th edition introduces:

- Recent research findings.
- New case studies reflecting current societal issues.
- Expanded discussions on digital influence and social media.

Supplementary Resources

The PDF often includes links to online resources, quizzes, and instructor materials, enhancing the learning experience.

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Conclusion

Understanding persuasion, social influence, and compliance gaining is essential in navigating today's complex communication landscape. The Persuasion: Social Influence and Compliance Gaining 7th Edition PDF serves as a vital resource for mastering these concepts, providing both theoretical foundations and practical strategies. Its accessibility and comprehensive coverage make it an indispensable tool for students, educators, and professionals alike. Whether you're seeking to enhance your influence skills or defend against manipulation, this edition offers valuable insights to support your goals.

By exploring the theories, techniques, and ethical considerations outlined in this influential book, readers can develop a nuanced understanding of how influence operates in various contexts. With the convenience of the PDF format, gaining knowledge on social influence has never been easier.

Embrace the power of persuasion responsibly and effectively with this authoritative resource.

Keywords for SEO Optimization:

persuasion social influence compliance gaining PDF, persuasion techniques PDF download, social influence and persuasion book PDF, compliance gaining strategies PDF, influence and compliance research PDF, persuasion 7th edition free PDF, social psychology of persuasion PDF

Frequently Asked Questions

What are the key concepts covered in 'Persuasion: Social Influence and Compliance Gaining, 7th Edition' PDF?

The book covers fundamental theories of persuasion, social influence, compliance gaining techniques, communication strategies, ethical considerations, and contemporary applications of persuasion in various contexts.

How does the 7th edition of 'Persuasion: Social Influence and Compliance Gaining' differ from previous editions?

The 7th edition includes updated research, new case studies, expanded discussions on digital media influence, and revised chapters that reflect current trends and ethical considerations in persuasion.

Is 'Persuasion: Social Influence and Compliance Gaining, 7th Edition' available as a PDF for free?

Typically, the official PDF of the textbook is available through authorized educational platforms or purchasing options. Free unauthorized copies may infringe on copyright laws; students should access

it through their institution or legitimate sources.

What are some practical applications of the concepts in 'Persuasion: Social Influence and Compliance Gaining, 7th Edition'?

The concepts are applicable in marketing, advertising, negotiation, leadership, health communication, and interpersonal relationships, helping practitioners ethically influence others and gain compliance.

Can I find summaries or review guides for 'Persuasion: Social Influence and Compliance Gaining, 7th Edition' PDF online?

Yes, various educational websites and study platforms offer summaries, review guides, and study aids for the book to assist students in understanding key concepts.

What ethical issues are discussed in 'Persuasion: Social Influence and Compliance Gaining, 7th Edition'?

The book discusses ethical concerns related to manipulation, honesty, consent, and responsible persuasion practices, emphasizing the importance of ethical standards in social influence.

How can students effectively study 'Persuasion: Social Influence and Compliance Gaining, 7th Edition' PDF?

Students should focus on understanding core theories, reviewing case studies, engaging in discussions, and applying concepts through practice scenarios to deepen their comprehension.

Does 'Persuasion: Social Influence and Compliance Gaining, 7th Edition' include recent developments in digital persuasion?

Yes, the 7th edition incorporates contemporary research on social media influence, online compliance gaining techniques, and the impact of digital communication platforms.

What are some common compliance gaining strategies discussed in the book?

Strategies include ingratiation, threat, promise, guilt appeals, reciprocity, and social proof, among others, each tailored to different social contexts and goals.

How can educators use 'Persuasion: Social Influence and Compliance Gaining, 7th Edition' PDF in their teaching?

Educators can incorporate chapters into their curriculum, assign case studies and exercises, and facilitate discussions on ethical and practical aspects of persuasion to enhance learning outcomes.

Additional Resources

[Persuasion: Social Influence and Compliance Gaining 7th Edition PDF – An In-Depth Review](#)

Persuasion: Social Influence and Compliance Gaining (7th Edition) is a comprehensive textbook that stands as a fundamental resource for students, scholars, and practitioners interested in understanding the complex dynamics of influence and compliance within social interactions. Authored by renowned experts in communication and social psychology, this edition offers a detailed exploration of how individuals persuade, influence, and gain compliance from others through various techniques, theories, and contextual applications.

In this review, we will delve into the core components of the 7th edition, examining its structure, key concepts, pedagogical features, and practical relevance. The goal is to provide a thorough understanding of why this textbook remains a vital resource in the field of persuasion studies.

Overview of the Book's Scope and Structure

Persuasion: Social Influence and Compliance Gaining 7th Edition is meticulously organized to facilitate a progressive understanding of persuasion concepts, starting from foundational theories to more nuanced applications. The book typically comprises the following sections:

- Foundations of Persuasion and Social Influence
- Compliance Gaining Strategies and Techniques
- Contexts and Applications of Persuasion
- Ethical Considerations and Future Directions

This logical progression allows readers to build knowledge incrementally, coupling theoretical insights with real-world examples.

Core Concepts and Theoretical Foundations

Understanding Persuasion and Social Influence

The book emphasizes the distinction between persuasion and social influence, framing persuasion as a purposeful attempt to change attitudes or behaviors through communication. Social influence encompasses a broader set of processes that include conformity, compliance, obedience, and persuasion.

Key points include:

- Persuasion as a goal-directed process aimed at changing attitudes, beliefs, or behaviors.

- Social influence as an overarching framework that includes various forms of behavioral modification.
- The importance of context, relationship, and message source in shaping influence outcomes.

Models and Theories Explored

The 7th edition discusses several influential models and theories that underpin persuasive communication:

- Elaboration Likelihood Model (ELM): Explains how persuasion can occur via central (deep processing) or peripheral routes (superficial cues).
- Heuristic-Systematic Model: Similar to ELM, emphasizing different processing styles.
- Balance Theory and Cognitive Dissonance: Explores how individuals strive for consistency and how persuasion can leverage these tendencies.
- Social Judgment Theory: Focuses on how prior attitudes influence susceptibility to persuasion.
- Compliance Gaining Theory: Outlines strategies used to elicit compliance within social interactions.

Principles of Influence

The authors highlight foundational principles that underpin successful persuasion efforts:

- Reciprocity: People tend to return favors or concessions.
- Consistency: Individuals seek consistency with their prior commitments.
- Social Proof: People look to others' behavior to guide their own.
- Liking: We are more persuaded by those we like or find attractive.
- Authority: Influence increases when the source is perceived as authoritative.
- Scarcity: Opportunities become more attractive when perceived as limited.

Techniques of Compliance Gaining

A significant component of the book is dedicated to exploring specific strategies individuals use to gain compliance in various social settings. The 7th edition updates and refines these techniques, providing both theoretical explanations and practical examples.

Common Compliance Gaining Strategies

Some of the most discussed techniques include:

- Foot-in-the-Door: Starting with a small request, then escalating to larger demands.
- Door-in-the-Face: Making an initial large request that is likely to be refused, followed by a smaller, more reasonable request.
- That's-Not-All: Offering a deal and then improving it before the recipient can respond.
- Pique Technique: Disrupting the target's expectations to capture attention.
- Negative Appeal: Highlighting negative consequences to motivate compliance.
- Positive Appeal: Emphasizing benefits and rewards.

Factors Influencing Technique Effectiveness

The book emphasizes that the success of these strategies depends on numerous factors:

- Relationship between persuader and target: Trust and familiarity can enhance or hinder compliance.
- Context and setting: Formal vs. informal environments influence technique choice.
- Cultural considerations: Different cultures respond uniquely to certain techniques.
- Personality traits: Openness, agreeableness, and assertiveness can moderate responses.
- Timing and frequency: When and how often a request is made can impact success rates.

Contexts and Applications of Persuasion

Interpersonal and Small Group Settings

The textbook discusses how persuasion operates in everyday interactions—family, friends, colleagues—and how compliance gaining strategies are tailored accordingly. It examines:

- Negotiations within personal relationships.
- Influence attempts among peer groups.
- Power dynamics and authority roles.

Mass Media and Advertising

An updated focus on mass communication channels showcases how persuasion techniques are employed in advertising, political campaigns, and social marketing. Topics include:

- The role of emotional appeals and narratives.
- Media framing and agenda-setting.
- The impact of social media influencers.

Organizational and Institutional Influence

The book explores persuasion within organizations, including:

- Leadership communication.
- Persuasion in organizational change.
- Ethical considerations in corporate influence.

Digital and Online Persuasion

Given the rise of digital communication, the 7th edition emphasizes:

- Online persuasion techniques such as viral marketing and social proof.
- Ethical dilemmas in online influence.
- Strategies for effective digital campaigns.

Ethical Considerations and Criticisms

The authors dedicate a chapter to the ethical dimensions of persuasion, recognizing that influence tactics can be used for both positive and manipulative purposes.

Ethical Guidelines in Persuasion

- Transparency: Disclosing intent and source.
- Respect for Autonomy: Avoiding coercion or deception.
- Fairness: Ensuring that influence does not exploit vulnerabilities.
- Responsibility: Considering long-term consequences.

Controversies and Criticisms

The book critically examines concerns about manipulation, unethical persuasion, and the potential for abuse, especially in advertising, politics, and digital spheres. It encourages critical thinking and ethical awareness among readers.

Pedagogical Features and Practical Relevance

Case Studies and Real-World Examples

The 7th edition enhances its practical appeal with numerous case studies illustrating persuasion principles in action—from political campaigns to social movements.

Discussion Questions and Exercises

Each chapter includes thought-provoking questions, role-playing exercises, and scenarios designed to foster engagement and application of concepts.

Research and Current Developments

The book integrates recent research findings, highlighting emerging trends such as digital persuasion, the influence of algorithms, and the psychology of online communities.

Strengths and Limitations of the 7th Edition PDF

Strengths

- Comprehensive Coverage: From foundational theories to contemporary applications.
- Clear Explanations: Complex concepts are presented accessibly.
- Updated Content: Incorporates recent research and digital influence.
- Practical Focus: Emphasizes real-world relevance.
- Ethical Emphasis: Encourages responsible persuasion practices.

Limitations

- Density of Content: Some readers may find the volume of information overwhelming.
- Technical Language: Certain sections may be challenging for beginners.
- Limited Interactivity: As a PDF, it may lack multimedia enhancements found in digital platforms.

Conclusion: Is the PDF a Valuable Resource?

Persuasion: Social Influence and Compliance Gaining 7th Edition PDF remains a top-tier resource for anyone seeking an in-depth understanding of how influence works across various social contexts. Its balance of theory, research, and practical application makes it invaluable for students, educators, and professionals alike.

The detailed exploration of compliance techniques, combined with ethical considerations and modern digital implications, ensures readers are equipped not only with knowledge but also with critical awareness of the power and responsibility inherent in persuasion. Whether used as a textbook for academic courses or a reference guide for practitioners, this edition's PDF version offers portability and convenience without sacrificing depth.

In sum, if you aim to master the art and science of persuasion, this book provides a robust foundation and insightful perspectives that will serve you well in multiple domains of social influence.

Note: For best learning experience, complement the PDF with active engagement—such as applying techniques in real-world scenarios, participating in discussions, or conducting your own research into current influence trends.

Persuasion Social Influence And Compliance Gaining 7th Edition Pdf

persuasion social influence and compliance gaining 7th edition pdf: *Persuasion* Robert H. Gass, John S. Seiter, 2022-04-06 The seventh edition of this field-leading textbook provides an accessible and rigorous presentation of major theories of persuasion and their applications to a variety of real-world contexts. In addition to presenting established theories and models, this text encourages students to develop and apply general conclusions about persuasion in real-world settings. Along the way, students are introduced to the practice of social influence in an array of contexts (e.g., advertising, marketing, politics, interpersonal relationships, social media, groups) and across a variety of topics (e.g., credibility, personality, deception, motivational appeals, visual persuasion). The new edition features expanded treatment of digital and social media; up-to-date research on theory and practice; an increased number of international cases; and new and expanded discussions of topics such as online influencers, disinformation and 'fake news,' deepfakes, message framing, normative influence, stigmatized language, and inoculation theory. This is the ideal textbook for courses on persuasion in communication, psychology, advertising, and marketing programs. Instructors can also use the book's downloadable test bank, instructor's manual, and PowerPoint slides in preparing course material.

persuasion social influence and compliance gaining 7th edition pdf: Perspectives on Persuasion, Social Influence, and Compliance Gaining John S. Seiter, Robert H. Gass, 2004 This collection of chapters written by some of the most important persuasion scholars of our time represents the scope, depth, and richness of the field of persuasion. With contributions from authors in a wide variety of disciplines, *Perspectives On Persuasion, Social Influence, and Compliance*

Gaining provides students with a panoramic view of the field, broadening their perspective and understanding of the influence and impact of persuasion in our lives. Contributing authors include: Richard Petty, John Cacioppo, James Dillard, Daniel O'Keefe, Michael Cody, Robert Cialdini, Michael Burgoon, Linda Carli, David Buller, Judee Burgoon, and others. Features: Students gain insights directly from those who produced the theories and research, as these top-notch scholars reflect on the development of the theory or research, where it is going, and where it has been. The contributors come from multiple disciplines, including communication, psychology, and business, offering students multiple perspectives on the content. Introductions to each section provide students with the rationale for student, an appreciation of ethics, an orientation to each chapter, and an understanding of each chapter's contribution to the field. Early chapters on conceptualizations of persuasion, the history of the field, and theoretical developments give students the background necessary for understanding what persuasion is and how it functions. Chapters on both theories of persuasion and the practice of persuasion in multiple contexts help students see the connection between theory and practice. Concrete examples of theories and concepts bring the text to life and help students more easily understand the material. Chapter on deception enables students to see how one of the most recently researched areas fits into the field of persuasion.

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Alan Belasen, Nicole Pfeffermann, 2024-11-13 The need for restructuring and transforming business practices for the benefit of humanity and the environment is a major theme of this book. Interactivity and connectedness of people and things/data is transforming everything. Many organizations, even the traditional ones, have entered a process of transformation through innovation and rethinking their business models, which affects the way leaders communicate, lead, and co-create. Brilliant leadership is a new intellectual framework to guide strategists, gamechangers, senior executives, and aspiring leaders. This new framework is based on our current work on leadership development and focuses on what it means to become a brilliant leader. Brilliant leaders have an authentic personality, the willingness to engage people/teams, inspire others, facilitate (co-)innovation, and commit to making significant contributions (humanity, environment, ethics), and be relevant. The framework is also consistent with the United Nations Sustainable Development Goals (SDG) of ensuring inclusive and equitable quality education, fostering innovation, and developing a lifelong learning mindset. Each chapter of the book is more than a collection of ideas. It is a part of the new intellectual framework that describes 'Brilliant Leadership'. Each chapter includes a distinct contribution by experts and that at the same time is connected to other chapters through the book's organizing schema, paralleling how the different facets of leadership are inseparable from one another. Together, the chapters present a holistic view of what it means to become a brilliant leader in the transformative digital age. The framework demonstrates this connectivity through a theoretical framework (our model) and a plan (book chapters) of how to approach the specific research inquiry, the tenets of brilliant leadership. What makes this new edition unique? The book is aimed at providing practical strategies and becoming a source of inspiration for what it means to have a new leadership mindset - a brilliant leader who understands how to communicate with empathy and authenticity, engage and inspire others, shift responsibility into shared-commitment, and spark learning in a purpose-driven innovation culture.

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Kathryn Sue Young, Howard Paul Travis, 2017-11-10 Every day we communicate in our professional and personal lives to initiate or improve relationships, get what we want, function in teams, and learn new things. The success of these interactions depends on the ability to be effective in conveying messages. The Fourth Edition of this widely used text presents indispensable skills to encode and decode messages, guiding readers to develop their own communication style. Retaining its concise yet comprehensive coverage, the latest edition explores digital-age communication techniques and includes sections on communication privacy management theory and affection exchange theory. Oral Communication, 4/E presents a wide range of introductory topics in an affordable, straightforward, and fun format. Each chapter opens with clear learning objectives and

ends with key terms and discussion questions. Interactive exercises throughout the book engage readers as they are asked to reflect on previous experiences, experiment with tools provided to them in the text, react to hypothetical scenarios, and think critically. Readers will benefit from professional sidebars that illustrate how academic concepts fit into the careers they will soon enter.

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persuasion social influence and compliance gaining 7th edition pdf: Transforming Leadership, Improving the Patient Experience Alan T. Belasen, Ph.D., Barry Eisenberg, Ph.D., Jill Borgos, Ph.D., 2024-02-27 This book focuses on the patient experience as a leadership strategy. It explores the relationships between coordinated care, expert leadership, provider-patient communications, and the patient experience. When clinical and nonclinical staff collaborate effectively, healthcare teams can improve patient outcomes, prevent medical errors, improve efficiency, and increase patient satisfaction. Surprisingly, however, healthcare leaders tend to prioritize specific metrics to improve hospital performance and patient satisfaction even though patient experience and provider-patient communications are intertwined. Determining the most effective strategy for achieving higher levels of service quality and patient satisfaction can prove elusive for providers. Consider the evidence: a survey in 2012 of more than 17,000 healthcare leaders in North America, for example, found that leaders' perceptions did not always match the data, and many hospital leaders overestimated the performance of their hospitals. Over 75% of the hospital leaders reported quality of care was something their hospital did well, while their patients, on average, rated them lower on perceived service quality. Ten years later, in 2022, only a few providers integrated best practices to achieve high patient satisfaction which severely impacted CMS Hospital Star Rating. This has significant effects on profit margins since patients consider the star rating differentials in their choices of hospitals and are willing to pay upward of 17% extra for treatments in 5-star hospitals, a revenue generating source of income at times when hospitals have seen falling revenues (down 4.8%) and rising labor (up 37%) from pre-COVID-19 pandemic levels. To reduce the gap between perception and reality, hospital leaders can consider the link between communication goals (e.g., responsiveness of hospital staff, pain management, communication about medicines) and outcomes (e.g., increased adherence and compliance, readmission, healthcare delivery costs, hospital overall ratings) as well as improve the patient experience. When intentions and outcomes are aligned, they create a powerful medium by which healthcare leaders can evaluate the gaps that exist between patient care measures and best practices and mitigate organizational or technological factors relevant to improving the patient experience. When the alignment is optimal, care teams develop a better sense of shared purpose, become more committed and accountable, and work together to improve the patient experience. When accomplished, patients participate more fully and actively in the exchange and are discharged with an enhanced commitment to carry out care management requirements. Key topics in this practical guide include provider-patient communications; demonstrating the value of patient-focused care; how physician and nurse executives use synergy as a strategy; engaging board members in promoting quality and safety goals and in developing hospital community partnerships; building bridges between physicians, administrators, trustees, and hospital staff; and developing a leadership pipeline.

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options and customization, click the Choices tab. Learning Goals Upon completing this book, readers will be able to: Understand how persuasion works Discuss the impact culture has on persuasion Understand and identify key differences among persuasion, propaganda, and manipulation 0205956254 / 9780205956258 Persuasion: Social Influence and Compliance Gaining Plus MySearchLab with eText -- Access Card Package Package consists of 0205239927 / 9780205239924 MySearchLab with Pearson eText -- Valuepack Access Card 0205912966 / 9780205912964 Persuasion: Social Influence and Compliance Gaining

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persuasion social influence and compliance gaining 7th edition pdf: Techniques of Social Influence Dariusz Dolinski, 2015-07-03 Every day we are asked to fulfil others' requests, and we make regular requests of others too, seeking compliance with our desires, commands and suggestions. This accessible text provides a uniquely in-depth overview of the different social influence techniques people use in order to improve the chances of their requests being fulfilled. It both describes each of the techniques in question and explores the research behind them, considering questions such as: How do we know that they work? Under what conditions are they more or less likely to be effective? How might individuals successfully resist attempts by others to influence them? The book groups social influence techniques according to a common characteristic: for instance, early chapters describe sequential techniques, and techniques involving egotistic mechanisms, such as using the name of one's interlocutor. Later chapters present techniques based on gestures and facial movements, and others based on the use of specific words, re-examining on the way whether please really is a magic word. In every case, author Dariusz Dolinski discusses the existing experimental studies exploring their effectiveness, and how that effectiveness is enhanced

or reduced under certain conditions. The book draws on historical material as well as the most up-to-date research, and unpicks the methodological and theoretical controversies involved. The ideal introduction for psychology graduates and undergraduates studying social influence and persuasion, *Techniques of Social Influence* will also appeal to scholars and students in neighbouring disciplines, as well as interested marketing professionals and practitioners in related fields.

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