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Your Guide to Cutting the Cord to Cable TV Plunkett's Entertainment & Media Industry Almanac 2006: The Only Complete Guide to the Technologies and Companies Changing the Way the World Shares Entertainment
Plunkett's Advertising & Branding Industry Almanac 2006: Your Complete Guide to All Facets of the Business of Advertising, Marketing and Branding **Federal Regulatory Guide** **Vault Guide to the Top Telecom Employers** The Comprehensive Guide to Careers in Sports **The Videomaker Guide to Video Production** **The Executive's Guide to Enterprise Social Media Strategy** **Vault Guide to the Top Law Firms for General Commercial Litigation** **Insiders' Guide® to California's Wine Country** **Hoover's Guide to Media Companies** *Insiders' Guide® to Gettysburg* **Drafting Technology Patent License Agreements** **Decency in Broadcasting, Cable, and Other Media** **Insiders' Guide® to Tucson Comcast 214 Success Secrets - 214 Most Asked Questions on Comcast - What You Need to Know** **The New York Times Guide to Essential Knowledge** **Media Promotion & Marketing for Broadcasting, Cable & the Internet** **The Comcast Cable Modem Adventure** **The Ultimate Guide to Minecraft Server Censored 2003** *Your Guide To Entertainment Marketing and Performance (Collection)* **Watchdogs and Whistleblowers: A Reference Guide to Consumer Activism** *Universal versus Disney: The Unofficial Guide to American Theme Parks' Greatest Rivalry* *Standard & Poor's 500 Guide* **Vault Guide to the Top Media & Entertainment Employers** **The Wall Street Journal Guide to the Business of Life** **Plunkett's E-commerce & Internet Business Almanac 2006** **FCC Record** **Matthew Bender Practice Guide: California Unfair Competition and Business Torts** **The Essential Guide to Telecommunications** **Consumers, Competition, and Consolidation in the Video and Broadband Market** **Cable and Video 2000** **Steve Rabow's Guide Sarasota/Bradenton/Venice Promotion and Marketing for Broadcasting and Cable** **The Definitive Guide to Entertainment Marketing** **Mergent OTC Industrial Manual** *Cable Vision* *Plunkett's Entertainment & Media Industry Almanac*

The Executive's Guide to Enterprise Social Media Strategy Sep 25 2022 Social media has already transformed society. Now it is poised to revolutionize communications and collaborative business processes. This book provides you with an actionable framework for developing and executing successful enterprise social networking strategies. Using straightforward language, accompanied by exhibits and fleshed out with real-world stories and revealing anecdotes, you will learn how to develop your own internal corporate social media strategy. Through the use of in-depth interviews with leading companies using these strategies, you will also discover best practices that will propel your business to new heights.

The Videomaker Guide to Video Production Oct 27 2022 From the editors of Videomaker Magazine comes this new edition that you have been waiting for. The Videomaker Guide Digital Video, fourth edition, provides information on all of the latest cutting edge tools and techniques necessary to help you shoot and edit video like the pro's. Learn about equipment, lighting, editing, audio, high definition, and all aspects of video from the leading experts on videography!

The Essential Guide to Telecommunications Sep 01 2020 Telecom guide for businesspeople and nontechnical professionals. Updated for cloud services, social media and advanced mobile networks.

Vault Guide to the Top Law Firms for General Commercial Litigation Aug 25 2022 The 2014 Edition of the Vault Guide to the Top Law Firms for General Commercial Litigation, part of the Vault Law 100 Series, highlights the strongest firms in this practice area as determined by associates at peer firms.

Hoover's Guide to Media Companies Jun 22 2022

Vault Guide to the Top Media & Entertainment Employers Mar 08 2021 With this new Guide created for the many job seekers drawn to the glamorous and exciting world of media and entertainment.

The New York Times Guide to Essential Knowledge Dec 17 2021 A latest edition of a popular guide features updated and expanded entries in nearly 50 categories and incorporates new material for topics ranging from atheism and discoveries to beer and digital media.

Plunkett's E-commerce & Internet Business Almanac 2006 Dec 05 2020 A ready-reference guide to the E-Commerce & Internet Business! Complete profiles of over 400 of the largest, most successful corporations in all facets of the Internet sector. Our industry analysis covers B2C, B2B, online financial services, online travel and Internet access and usage trends.

Insiders' Guide® to California's Wine Country Jul 24 2022 The essential source for in-depth travel and relocation information to Napa and Sonoma Counties. Written by a local (and true insider), Insiders' Guide to California's Wine Country offers personal guidance to two major wine regions and their environs. Fully revised and updated, this guide contains five maps of the wine country.

Consumers, Competition, and Consolidation in the Video and Broadband Market Aug 01 2020

Federal Regulatory Guide Jan 30 2023 The Federal Regulatory Directory, Eighteenth Edition continues to offer a clear path through the maze of complex federal agencies and regulations, providing to-the-point analysis of regulations. Information-packed profiles of more than 100 federal agencies and departments detail the history, structure, purpose, actions, and key contacts for every regulatory agency in the U.S. government. Now updated with an improved searching structure, the Federal Regulatory Directory continues to be the leading reference for understanding federal regulations, providing a richer, more targeted exploration than is possible by cobbling together electronic and print sources.

The Definitive Guide to Entertainment Marketing Mar 27 2020 Entertainment Marketing NOW: Every Platform, Technology, and Opportunity Covers film, cable, broadcast, music, sports, publishing, social media, gaming, and more Reflects powerful trends ranging from smartphones to globalization Demonstrates breakthrough strategies integrating advertising, promotion, PR, and online content distribution By industry insiders with decades of experience as leaders and consultants Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst seven billion consumers. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today and tomorrow...any content, on any platform, in any market, worldwide. You'll master innovative new ways to grab consumers' attention and wallets fast...make your experiences wannabee, haftabee, mustsee...drive more value through social platforms, mobile technologies, and integrated marketing strategies...overcome challenges ranging from bad buzz to piracy...fully leverage licensing, merchandising, and sponsorships...and successfully market all forms of entertainment.

Insiders' Guide® to Gettysburg May 22 2022 *Insiders' Guide to Gettysburg* is the essential source for in-depth travel and relocation information to this historic city.

Vault Guide to the Top Telecom Employers Dec 29 2022 Vault brings the insider approach to the telecom and wireless industry. Providing business profiles, hiring and workplace culture information on more than 25 top employers, including AT&T, Cingular, Nextel, Verizon and more.

Your Guide To Entertainment Marketing and Performance (Collection) Jul 12 2021 Entertainment spending is soaring worldwide, driven by new technologies, new platforms, new business models, and unrelenting demand amongst seven billion consumers. That means entertainment marketing opportunities are soaring, too. But this business is more complex and competitive than ever—and it's changing at breakneck speed. Now, two leading practitioners show how to transform content into profits today and tomorrow...in *The Definitive Guide to Entertainment Marketing*. *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, Second Edition*, is the definitive guide to today's most valuable marketing metrics. In this thoroughly updated and significantly expanded book, four leading marketing researchers show exactly how to choose the right metrics for every challenge and expand their treatment of social marketing, web metrics, and brand equity. They also give readers new systems for organizing marketing metrics into models and dashboards that translate numbers into management insight.

Decency in Broadcasting, Cable, and Other Media Mar 20 2022

The Wall Street Journal Guide to the Business of Life Jan 06 2021 Almost Everything You Need to Know About Leading the Good Life Too many decisions. Too many choices. What today's smart consumer must have is a money-and-time-saving guide for conducting the "business of life"—both the big challenges, such as getting top-notch health care for the family and the best education for the kids, and the pleasurable ones, like plotting the family summer vacation. Nancy Keates and her expert colleagues at The Wall Street Journal provide all-new material that gives the lowdown on: *The Savvy Traveler: How to cut to the chase and not only avoid the indignity of cramped plane seats and overpriced tickets, but also get the best and safest seats at the same time.* *The Fine Art of Dining and Drinking: Landing the hottest table in town—at a discount; picking wine without becoming a wine snob; and learning about "barley matters"—the newest, hottest beers.* *How to Speak Geek: Demystifying tech trends, with smart advice on not only what high-tech gadgets to buy but how to shop for them.* *Everything You Need to Know About Buying, Selling and Financing a Car: How to get the best and safest vehicle at the best price.* *Real Estate: Will the bubble burst? Here's how to be an informed buyer and seller along with the basics of remodeling and designing your home.* *How to Be an Informed Patient: Choosing a hospital, playing private investigator with your M.D., and learning about the tests you really ought to have (even if you have to pay for them yourself).* *Getting Real Bang for Your Education Bucks: What you need to know from preschool through college and graduate school.* *The Great Balancing Act: Managing work and family, and finding out how to avoid the overstretched child and parent syndromes.* *Financing Your Life: It was easy in the 1990s, but the world has changed dramatically. Here's how to deal with the new world of saving, investing and borrowing money.* *Shopping: The New Sex? Throw away your Kama Sutra. The number one thrill in shopping is getting a good deal—here's how to play the game and get the best stuff at the best price.* *The Wall Street Journal Guide to the Business of Life* is both an instruction manual for living life to the fullest and a fun read about what really matters in the day-to-day. It has all the basic insight and information you need to navigate through life along with hilarious side trips such as "The Three-Decorator Experience" and "Cruises: Sailing New Waters."

The Comcast Cable Modem Adventure Oct 15 2021

Watchdogs and Whistleblowers: A Reference Guide to Consumer Activism Jun 10 2021 This book is the most comprehensive and up-to-date source of information about ways in which consumer activism has reshaped the economic and political well-being of citizens in the United States and around the world. This all-encompassing collection of information about consumer activism and the consumer movement will provide students, public officials, business groups, and other activists with a one-stop source of facts and insights. The contributors explore hundreds of major consumer protections that have significantly enhanced the quality of life and safety for all Americans, showing how these protections were won through the skillful and determined work of leading activists and activist organizations. Many of the stories told here are related by the activists themselves, often for the first time. More than 140 entries offer a comprehensive treatment of the consumer activism of specific organizations, their leaders, and strategies. The book also includes more than 40 entries about consumer movements in Europe, Asia, Africa, and Latin America. A timeline of key events and a listing of the most important books on the subject of consumer activism help provide context for the individual entries as do two introductory essays. Cross references in each entry establish linkages among topics. • Provides the single most comprehensive source available of information about consumer activism and advocacy • Shows how activism has influenced laws and regulations affecting more than 40 consumer issues • Shares personal accounts from activists about their work on these issues • Details information on U.S. national consumer organizations and many state and local consumer groups, including their goals, strategies, leaders, finances, and impact • Offers insights into the ways consumer activist groups have interacted with other nonprofits, policymakers, regulators, and business groups

Plunkett's Entertainment & Media Industry Almanac Dec 25 2019

Standard & Poor's 500 Guide Apr 08 2021 Individual investors, money managers, analysts, brokers, and financial writers and editors all turn to Standard & Poor's for securities information that is second to none. This updated volume includes exclusive rankings and details on America's top companies and their stocks.

Matthew Bender Practice Guide: California Unfair Competition and Business Torts Oct 03 2020 From identifying actionable unfair competition and selecting remedies for fraud claims to defending against cyber squatting and trademark infringement, *Matthew Bender Practice Guide: California Unfair Competition and Business Torts* provides comprehensive and practical coverage of the Unfair Competition Law (B&P § 17200) and frequently litigated business torts. The task-based format provides clear guidance and practice tips from expert California practitioners, including strategic points, warnings, and traps on all relevant topics involving: • Unfair Competition • False/Misleading Advertising • Fraud • Antitrust • Interference With Economic Relationships • Misappropriation/Conversion • Trade Secrets • Commercial Defamation • Trademark/Cybersquatting Other features include checklists, highlighted elements for each cause of action, and extensive forms, including sample complaints. This indispensable Practice Guide is integrated with the LexisNexis Total Research System to provide easy access to relevant online resources, including public records, *Matthew Bender Practice Guide* series for California, *Matthew Bender analytical materials*, California and national news sources, and more. *Matthew Bender Practice Guide: California Unfair Competition and Business Torts* provides expert analysis and guidance for total research support on the topic. *Matthew Bender California Practice Guides: The Fresh New Perspective in California Research* *Matthew Bender California Practice Guides* redefine what first-class research support is all about. These peerless dual media tools combine the convenience of the printed word with the reach of online access to help you work smarter and faster - and get more of what you're searching for easier. With each Practice Guide, expert task-oriented analyses are just the beginning. Checklists, practice tips, examples, explanatory notes, forms, cross-referencing to other Practice Guides and online linking to *Matthew Bender's* vast suite of publications all combine to deliver the fast, full and confident understanding you seek. Featuring more of what you're looking for in a comprehensive research system - a task-based format, thorough yet concise

content, citable expert insight, twice-a-year updating, a superior print/online interface, sample searches and so much more - Matthew Bender California Practice Guides will help lift your efforts to a whole new level of success.

FCC Record Nov 03 2020

The Comprehensive Guide to Careers in Sports Nov 27 2022 Provides information about careers in the sports industry, including educational requirements, salary, and prospects for each profession.

Drafting Technology Patent License Agreements Apr 20 2022 In today's fast-paced and ultra-competitive high-tech environment, an effectively managed patent licensing program is a must. The Second Edition of *Drafting Technology Patent License Agreements* shows you how to achieve one. This valuable resource covers all of the legal and business transactional issues you are likely to encounter during the drafting and negotiation of patent licensing agreements. It guides you step-by-step through the unique aspects of the implementation of a patent licensing program for computers, electronics, telecommunications, and other industries, and it clarifies the issues involved in the enforcement and litigation of these patents. You'll find incisive legal analysis on complex issues including: How to implement an aggressive and well-managed patent licensing program How to evaluate a patent or portfolio for licensing How to identify industry segments and select potential licensees How to discuss terms with industry targets How to formulate an effective licensing strategy How to use databases effectively in patent practice How to organize a licensing team How to file a patent infringement lawsuit And many more critical issues like these. Included with this key resource are 40 time-saving forms on the bonus CD-ROM: Forms for establishing a new technology company using patented technology Confidentiality agreements (for a third-party vendor, third party evaluation, or consultant) A projected royalty stream analysis A semiconductor technology cross-licensing agreement Software technology license agreements Model licensing and patent agreements for the telecommunications industry And many more!

The Ultimate Guide to Minecraft Server Sep 13 2021 Run your own Minecraft server: take total control of your Minecraft experience! What's more fun than playing multiplayer Minecraft? Running your own Minecraft server. Now there's a complete, up-to-date guide to doing just that—even if you have no networking or server experience! Best-selling tech author Timothy L. Warner covers all you need to know, from the absolute basics to cutting-edge customization. You'll learn from crystal-clear, step-by-step instructions designed for today's newest Minecraft servers. Warner guides you through prepping your computer and network...installing a basic server and powerful third-party alternatives...welcoming and managing users...protecting against griefing and other attacks...adding powerful plug-ins and mods...using easy subscription hosting services...giving your users a truly awesome game experience. This book's #1 goal is to help you have more fun with Minecraft. But you'll also master practical skills for a well-paid technology career! Gain deep multiplayer Minecraft knowledge for running your server well Configure your computer to reliably host Minecraft Control your server through the Minecraft Server console Connect users, communicate with them, and set rules they must follow Master basic networking skills for improving server uptime and performance Safeguard your server and users, and prevent griefing Simplify complicated mods with integrated modpacks and launchers Run on the Realms public cloud—let Minecraft worry about maintenance and security Evaluate and choose a third-party hosting provider Customize your spawn "lobby" to help new users find their way Support multiple worlds and teleportation Earn cash with ads, sponsorships, cosmetic upgrades, or VIP access Minecraft is a trademark of Mojang Synergies / Notch Development AB. This book is not affiliated with or sponsored by Mojang Synergies / Notch Development AB. Timothy L. Warner is the author of *Hacking Raspberry Pi* and *The Unauthorized Guide to iPhone, iPad, and iPod Repair: A DIY Guide to Extending the Life of Your iDevices!*. He is a tech professional who has helped thousands of people become more proficient with technology in business and education. He holds the CompTIA A+ Computer Technician credential and 20 other technical certifications. As Director of Technology for a progressive high school, he created and managed a self-servicing warranty repair shop for all of its Apple hardware. Now an author/evangelist for Pluralsight, he shares Windows PowerShell scripting knowledge at 2minutepowershell.com.

Cable and Video Jun 30 2020

Your Guide to Cutting the Cord to Cable TV May 02 2023 Does the soaring price of cable and satellite TV have you down? This easy-to-use guide helps you cut the cord to those expensive services, while providing a tour of the best software, hardware and services so you can watch the TV shows and movies you want. "Your Guide to Cutting the Cord" helps make the process painless, while also including essays by Dan Reimold and Seth Shapiro and deeper thoughts on how the rise of Netflix, Hulu, Roku, Apple TV, Amazon and other streaming services will change .

Universal versus Disney: The Unofficial Guide to American Theme Parks' Greatest Rivalry May 10 2021 Universal Studios never really wanted to get into the theme park business. They wanted to be the anti-Disney. But when forced to do so, they did it in a big way. Despite the fits and starts of multiple owners, the parks have finally gained the momentum to mount a serious challenge to the Walt Disney Company. How did this happen? Who made it happen? What does this mean for the theme park industry? In *Universal Versus Disney*, his newest work to investigate the histories of America's favorite theme parks, seasoned Disney-author Sam Gennaway has thoroughly researched how Universal Studios shook up the multi-billion dollar theme park industry, one so long dominated by Walt Disney and his legacy. Feb 04 2021

2000 Steve Rabow's Guide Sarasota/Bradenton/Venice May 29 2020

Plunkett's Advertising & Branding Industry Almanac 2006: Your Complete Guide to All Facets of the Business of Advertising, Marketing and Branding Feb 28 2023 Vital to businesses of all types, the fields of advertising, marketing and branding are covered in-depth in this important volume, from advertising on radio and television to direct mail, from online advertising to branding and public relations to paid search inclusion. Analysis of trends, globalization, technologies, finances and more. This carefully-researched book covers exciting trends in such areas as advertising agencies, marketing consultants, online advertising, branding strategies, global markets and more. This reference tool includes thorough market analysis as well as our highly respected trends analysis. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. This book also includes statistical tables, an industry glossary and thorough indexes. The corporate profiles section of the book includes our proprietary, in-depth profiles of 334 leading companies in all facets of the advertising, branding and marketing industry. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in the business. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

Media Promotion & Marketing for Broadcasting, Cable & the Internet Nov 15 2021 This highly regarded textbook covers all aspects of promotion for television, cable and radio and has now been updated to include online marketing and promotion and Web message design.

Comcast 214 Success Secrets - 214 Most Asked Questions on Comcast - What You Need to Know Jan 18 2022 Comcast: Classic Edition. The 2012-present emblem with the NBC Peacock sign, as a effect of

Comcast being the possessor of NBCUniversal. There has never been a Comcast Guide like this. It contains 214 answers, much more than you can imagine; comprehensive answers and extensive details and references, with insights that have never before been offered in print. Get the information you need--fast! This all-embracing guide offers a thorough view of key knowledge and detailed insight. This Guide introduces what you want to know about Comcast. A quick look inside of some of the subjects covered: Comcast Plaxo purchase, NBC Universal - Comcast/GE subsidiary, Comcast SportsNet Mid-Atlantic - History, ComcastTIX, Comcast Cable Communications - Cable television, Comcast Spotlight, Comcast SportsNet Chicago - Chicago Bulls, Regional sports network - Comcast SportsNet in the San Francisco Bay Area Sacramento Valley, TorrentFreak - Comcast BitTorrent throttling, Comcast SportsNet Chicago - CSN Chicago HD, Comcast Sports Southeast/Charter Sports Southeast, Comcast Center (Philadelphia) - Construction (2005-2008), Comcast SportsNet Philadelphia, Criticism of Comcast - Network neutrality, Comcast SportsNet - Comcast SportsNet HD, Comcast Legal Issues, Comcast SportsNet Chicago - Chicago White Sox, Comcast SportsNet Philadelphia - Current, Comcast SportsNet Houston - Bankruptcy filing, Comcast SportsNet Chicago - Former, ComcastTIX - Clients, Time Warner Cable - Former divisions sold to Comcast, Comcast Network - Criticism, Comcast SportsNet Northwest - Portland Trail Blazers, Comcast Business Services, Mid-Atlantic Sports Network - Comcast, Acquisition of NBC Universal by Comcast - On-air effects, Comcast-Time Warner Cable merger - Support, Comcast Spectacor, Comcast SportsNet Bay Area - Comcast SportsNet Bay Area HD, Criticism of Comcast - Low customer satisfaction levels, Comcast Corp. v. FCC - The FCC's new net neutrality rules, and much more...

Promotion and Marketing for Broadcasting and Cable Apr 28 2020 Promotion and marketing are key to communicating the attractiveness of media goods and services to the public in a free society. Promotion and Marketing for Broadcasting, Cable and the Web, Fourth Edition explores the scope and goals of media promotion from the perspective of radio, network and local television, and cable and public broadcasting. The third edition of this highly-regarded textbook was updated to encompass the immense structural, technological, and economic changes in the industry since the early 1990s. The role of the World Wide Web and of global and international promotion and marketing were introduced to bring the most current theory and practice to students and media professionals. The fourth edition brings the ever-evolving mission of the web into even greater focus with a new chapter on internet commerce and competition, and the widespread use of the internet as an advertising medium. Other topics covered in this book include: goals of promotion; research in promotion; on-air, print, and web message design; radio promotion, TV network and station promotion, and news campaigns; noncommercial radio and TV promotion; cable marketing and promotion; research and budgeting for promotion; and syndicated program marketing. Promotion and Marketing for Broadcasting, Cable and the Web has been endorsed by Promax, the national association for marketing executives in electronic media. Promax has provided a companion video for classroom use, containing examples of the many ways in which the media promote themselves.

Cable Vision Jan 24 2020

Insiders' Guide® to Tucson Feb 16 2022 Your Travel Destination. Your Home. Your Home-To-Be. Tucson Savor the Southwestern cuisine. Bask in 350 days of sunshine a year. Find inspiration in the desert and mountain landscape. • A personal, practical perspective for travelers and residents alike • Comprehensive listings of attractions, restaurants, and accommodations • How to live & thrive in the area—from recreation to relocation • Countless details on shopping, arts & entertainment, and children's activities

Mergent OTC Industrial Manual Feb 25 2020

Censored 2003 Aug 13 2021 The yearly volumes of Censored, in continuous publication since 1976 and since 1995 available through Seven Stories Press, is dedicated to the stories that ought to be top features on the nightly news, but that are missing because of media bias and self-censorship. The top stories are listed democratically in order of importance according to students, faculty, and a national panel of judges. Each of the top stories is presented at length, alongside updates from the investigative reporters who broke the stories.

Plunkett's Entertainment & Media Industry Almanac 2006: The Only Complete Guide to the Technologies and Companies Changing the Way the World Shares En Apr 01 2023 The electronic age is bringing sweeping changes to entertainment and media of all kinds, including publishing, broadcasting and film. Multimedia, the Internet and other digital media outlets for entertainment and information are being refined at a rapid rate. Media giants are merging and making big acquisitions. This book covers these exciting developments and provides profiles on hundreds of leading firms in film, radio, television, cable, new media, and publishing of all types including books, magazines and newspapers. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. You'll get in-depth profiles of nearly 400 of the world's top Entertainment & Media firms: our own unique list of companies that are the leaders in this field. Here you'll find complete profiles of the hot companies that are making news today, the largest, most successful corporations in all facets of the Entertainment and Media Business, from broadcasters to film production companies, casino operators to theme park companies, publishers of books and magazines to video game designers, and much more. Our corporate profiles include executive contacts, growth plans, financial records, address, phone, fax and much more. This innovative book offers unique information, all indexed and cross-indexed more for each firm! Our industry analysis section provides an exceptional discussion of business and market trends. The book includes statistical tables covering revenues for several industry sectors. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key data.

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