

## A Behavioral Theory Of The Firm

Most theories of elections assume that voters and political actors are fully rational. While these formulations produce many insights, they also generate anomalies--most famously, about turnout. The rise of behavioral economics has posed new challenges to the premise of rationality. This groundbreaking book provides a behavioral theory of elections based on the notion that all actors--politicians as well as voters--are only boundedly rational. The theory posits learning via trial and error: actions that surpass an actor's aspiration level are more likely to be used in the future, while those that fall short are less likely to be tried later. Based on this idea of adaptation, the authors construct formal models of party competition, turnout, and voters' choices of candidates. These models predict substantial turnout levels, voters sorting into parties, and winning parties adopting centrist platforms. In multiparty elections, voters are able to coordinate vote choices on majority-preferred candidates, while all candidates garner significant vote shares. Overall, the behavioral theory and its models produce macroimplications consistent with the data on elections, and they use plausible microassumptions about the cognitive capacities of politicians and voters. A computational model accompanies the book and can be used as a tool

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for further research.

This book is designed to honor George Caspar Homans for his many and varied contributions to the development of modern sociology. The chapters have been written by sociologists and psychologists who value his work sufficiently to have made his basic approach their own. These original essays are intended to elucidate, assess, and give a progress report on the theoretical tradition Homans founded and to which he has given such significant impetus.

Economic Foundations of Strategy helps clarify the theoretical foundations of management strategy. It identifies five theories of particular importance to the strategy field, and outlines the contributions of particularly influential works in each area. The book helps find answers for five questions regarding key issues in strategy using economic theory: How can organizations operate efficiently? How can firms minimize costs? How can firms create and allocate wealth? How can firms align individual self-interest? How can resources be acquired, developed and deployed to improve the likelihood of survival and profitable growth?

This volume has three goals with respect to the interplay between philosophy and behavioral psychology's experimental, applied, and interpretive levels of knowing. It aims to examine core principles in the philosophy of science, as they are

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interpreted by and relate to behavioral psychology; how these core principles interact with different problem areas in the study of human behavior; and how experimental, applied, and interpretive analyses complement one another to advance the understanding of behavior and, in so doing, also the philosophy of science.

We are what we eat. That old expression seems particularly poignant every time we have our blood drawn for a routine physical to check our cholesterol levels. And, it's not just what we eat that affects our health. Whole ranges of behaviors ultimately make a difference in how we feel and how we maintain our health. Lifestyle choices have enormous impact on our health and well being. But, how do we communicate the language of good health so that it is uniformly received-and accepted-by people from different cultures and backgrounds? Take, for example, the case of a 66 year old Latina. She has been told by her doctor that she should have a mammogram. But her sense of fatalism tells her that it is better not to know if anything is wrong. To know that something is wrong will cause her distress and this may well lead to even more health problems. Before she leaves her doctor's office she has decided not to have a mammogram-that is until her doctor points out that having a mammogram is a way to take care of herself so that she can continue to take care of her family. In this way, the

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decision to have a mammogram feels like a positive step. Public health communicators and health professionals face dilemmas like this every day. Speaking of Health looks at the challenges of delivering important messages to different audiences. Using case studies in the areas of diabetes, mammography, and mass communication campaigns, it examines the ways in which messages must be adapted to the unique informational needs of their audiences if they are to have any real impact. Speaking of Health looks at basic theories of communication and behavior change and focuses on where they apply and where they don't. By suggesting creative strategies and guidelines for speaking to diverse audiences now and in the future, the Institute of Medicine seeks to take health communication into the 21st century. In an age where we are inundated by multiple messages every day, this book will be a critical tool for all who are interested in communicating with diverse communities about health issues.

Putting forth the argument for reframing psychology as a natural science, this book employs as a model the principle of Homeostasis, exploring how the theory is applicable to major areas of human behaviour across psychology including perception, learning, stress, addiction, well-being and consciousness.

This third and final volume of Richard Jessor's collected works explores the

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central role of the social context in the formulation and application of Problem Behavior Theory. It discusses the effect of the social environment, especially the social context of disadvantage and limited opportunity, on adolescent behavior, health, and development. The book examines the application of the theory in social contexts as diverse as the inner cities of the United States; the slums of Nairobi, Kenya; and the urban settings of Beijing, China. It also provides insight into how adolescents and young adults manage to “succeed”, despite disadvantage, limited opportunity, and even dangers in their everyday life settings. It illuminates how these youth manage to stay on track in school, avoid unintended pregnancy and dropout, keep clear of the criminal justice system, and remain uninvolved in heavy drug use. In addition, the book discusses the conceptual and methodological issues entailed in engaging the social context, including the role of subjectivity and meaning in an objective behavioral science; the contribution of the perceived environment in determining behavior; the continuity that characterizes adolescent growth and development; the necessity for a social-psychological level of analysis that avoids reductionism; the importance of a framework that engages the larger social environment; and the advantage of adhering to systematic theory for the explanatory generality it yields. Topics featured in this volume include: Home-leaving and its occurrence

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among youth in impoverished circumstances. The continuity of adolescent developmental change. The impact of neighborhood disadvantage on successful adolescent development. Successful adolescence in the slums of Nairobi, Kenya. Explaining both behavior and development in the language of social psychology. Problem Behavior Theory and the Social Context is a must-have resource for researchers, professors, clinicians, and related professionals as well as graduate students in sociology, social and developmental psychology, criminology/criminal justice, public health, and allied disciplines.

Behavior Change Research and Theory: Psychological and Technological Perspectives provides a unified account of behavior change theories and broad coverage of application domains and best practices. From a psychological and human-computer interaction perspective, the book puts a strong emphasis on the psychological foundations of behavior change, and explores the relationship between technology and behavior change. It will cover the major behavior change theories: planned behavior; health belief model; protection motivation; transtheoretical; and more recent approaches to behavior change like Nudge, and Mindspace. The section on health research and behavior change will cover interventions like diet and fitness, mental health, smoking cessation, and diabetes management. Topics also include financial and security research, and behavior change in relation to financial and other forms of sensitive information (passwords, phishing, and financial transactions). The last section will highlight the challenges and opportunities afforded by the increasing use of mobile

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technology with respect to the design of programs and apps aimed at facilitating behavior change and the role of social media. Provides case studies of key theoretical models of behavior change Evaluates the success of key theories Details cost/benefit analyses of each particular approach Includes techniques such as implementation intentions, self-affirmation, feedback, and social support Offers practical consideration of the impact of technology and design Delves into sustainability issues such as recycling and energy reduction Highlights future directions for research

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A Behavioral Theory of the Firm Hassell Street Press

This book brings together classic writings on the economic nature and organization of firms, including works by Ronald Coase, Oliver Williamson, and Michael Jensen and William Meckling, as well as more recent contributions by Paul Milgrom, Bengt Holmstrom, John Roberts, Oliver Hart, Luigi Zingales, and others. Part I explores the general theme of the firm's nature and place in the market economy; Part II addresses the question of which transactions are integrated under a firm's roof and what limits the growth of firms; Part III examines employer-employee relations and the motivation of labor; and Part IV studies the firm's organization from the standpoint of financing and the relationship between owners and managers. The volume also includes a consolidated bibliography of sources cited by these authors and an introductory essay by the editors that surveys the new institutional economics of the firm and issues raised in the anthology.

Human Behavior Theory for Social Work Practice provides an in-depth examination of human behavior theories and helps students apply each theory to social work practice. Authors Terry

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Koenig, Rick Spano, and John Thompson cover a broad spectrum of theories—including ecological, psychological, and sociopolitical—before applying them to a wide range of case examples that represent different stages across the human lifespan. Drawing from their extensive knowledge and experience in social work practice and teaching, the authors also feature scholarly research and writing to support the understanding of the theoretical overview in each chapter.

In this book, Walton and McKersie attempt to describe a comprehensive theory of labor negotiation. The authors abstract and analyze four sets of systems of activities which they believe account for much of the behavior found in labor negotiations. The first system of activities, termed "distributive bargaining," comprises competitive behaviors that are intended to influence the division of limited resources. The second system is made up of activities that increase the joint gain available to the negotiating parties, referred to as "integrative bargaining." They are problem-solving behaviors and other activities which identify, enlarge and act upon the common interests of the parties. The third system includes activities that influence the attitudes of the parties toward each other and affect the basic relationship bonds between the social units involved. This process is referred to as "attitudinal structuring." The fourth system of activities, which occurs as an integral aspect of the inter-party negotiations, comprises the behaviors of a negotiator that are meant to achieve consensus within one's own organizations. This fourth process is called "intra-organizational bargaining." Each sub process has its own set of instrumental acts or tactics. Therefore, each of the four model chapters is followed by a chapter on the tactics which implement the process. These chapters translate the model into tactical assignments and include an abundance of supporting illustrations from



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actual negotiations. This study should be of interest to several audiences, including students and teachers of industrial relations, social scientists interested in the general field of conflict resolution, as well as practitioners of collective bargaining and other individuals directly involved in international negotiations. The overall theoretical framework has been derived by a mixture of inductive and deductive reasoning. Extensive fieldwork and several dozen printed case studies have provided the bulk of the empirical data. In terms of meaning, the study has three touchstones: the field of collective bargaining; the field of conflict resolutions; and the underlying disciplines of economics, psychology, and sociology.

This 20e contains 400 articles which represent a thoroughly updated and expanded look at the entire field of social work. The 4-volumes cover all aspects of social work from practice/interventions, social environments, social conditions and challenges, to social policy and history. Co-published by OUP and the National Assoc. of Social Workers, USA.

The essential health behavior text, updated with the latest theories, research, and issues Health Behavior: Theory, Research and Practice provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference

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for both the theoretical and practical aspects of health behavior. A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication. Explore the link between culture and health, and the importance of community. Get up to date on emerging theories of health behavior and their applications. Examine the push toward evidence-based interventions, and global applications. Written and edited by the leading health and social behavior theorists and researchers, *Health Behavior: Theory, Research and Practice* provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

*A Theory of Behavior in Organizations* develops a theory for organizational behavior, or, more accurately, a theory of individual behavior within organizations of behavior. The book begins by discussing a series of general issues involved in the theory of behavior in organizations. It then describes the theory itself in three stages: first, the general structure of the theory; second, definition of the key variables; and third, the interrelationships between the variables. Subsequent chapters show how the theory deals specifically with such issues as roles, decision making, and motivation. The theory presented is a cognitive theory of behavior. It assumes that man is rational (or at least nonrandom) for the most part, and that as a systematic or nonrandom generator of behavior, man's actions are explained best in terms of conscious, thinking acts on the part of the individual. The theory deals with why the individual chooses certain alternative courses of action in preference to others, and thus it might properly

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be called a theory of choice behavior. Whereas the emphasis is on the cognitive aspects of behavior, considerable attention has been devoted to external, noncognitive variables in the system that play meaningful roles in the determination of individual behavior.

Dr. William Glasser offers a new psychology that, if practiced, could reverse our widespread inability to get along with one another, an inability that is the source of almost all unhappiness. For progress in human relationships, he explains that we must give up the punishing, relationship-destroying external control psychology. For example, if you are in an unhappy relationship right now, he proposes that one or both of you could be using external control psychology on the other. He goes further. And suggests that misery is always related to a current unsatisfying relationship. Contrary to what you may believe, your troubles are always now, never in the past. No one can change what happened yesterday.

This book establishes a novel behavioural theory of economic development to illustrate that differences in human behaviour across cities and regions, both individually and collectively, are a significant deep-rooted cause of uneven development within and across nations.

Resources for teaching and learning are posted at [tinyurl.com/Glanz4e](http://tinyurl.com/Glanz4e) and [www.med.upenn.edu/hbhe4](http://www.med.upenn.edu/hbhe4). This fourth edition of the classic book, *Health Behavior and Health Education: Theory, Research, and Practice* provides a comprehensive, highly accessible, and in-depth analysis of health behavior theories that are most relevant to health education. This essential resource includes the most current information on theory, research, and practice at individual, interpersonal, and community and group levels. This edition includes substantial new content on current and emerging theories of health communication, e-health, culturally diverse communities, health promotion, the impact of stress, the importance of

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networks and community, social marketing, and evaluation.

Essentials of Health Behavior: Social and Behavioral Theory in Public Health, Third Edition provides the groundwork for understanding, assessing, and effectively applying theories of human behavior within the practice of public health. In clear and accessible language, this text provides the student with a background of the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts. Filled with real life examples and profiles, the text explores some of the ways in which these theories and approaches are used in applied health promotion efforts.

Since the development of the first intelligence test in the early 20th century, educational and psychological tests have become important measurement techniques to quantify human behavior. Focusing on this ubiquitous yet fruitful area of research, Statistical Test Theory for the Behavioral Sciences provides both a broad overview and a critical survey of assorted testing theories and models used in psychology, education, and other behavioral science fields. Following a logical progression from basic concepts to more advanced topics, the book first explains classical test theory, covering true score, measurement error, and reliability. It then presents generalizability theory, which provides a framework to deal with various aspects of test scores. In addition, the authors discuss the concept of validity in testing, offering a strategy for evidence-based validity. In the two chapters devoted to item response theory (IRT), the book explores item response models, such as the Rasch model, and applications, including computerized adaptive testing (CAT). The last chapter looks at some methods used to equate tests. Equipped with the essential material found in this book, advanced

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undergraduate and graduate students in the behavioral sciences as well as researchers involved in measurement and testing will gain valuable insight into the research methodologies and statistical data analyses of behavioral testing.

Cognitive-Behavioral Therapy translates CBT theory into practice by addressing how to apply core competencies for those serving mental health clients. Each skill is first presented with a sound evidence-based rationale followed by specific steps to follow. Video vignettes, discussion questions, and activities facilitate analysis and understanding.

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A Theory of Individual Behavior dispels the notion that individuals act as rational agents

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and strives to capture idiosyncratic humanness through rigorous mathematics. Wichers describes a version of economic behavior that is more comprehensive and satisfying than neoclassical models yet still consistent with the usual aggregated concepts that form the basis of applied microeconomics. Written in an accessible and convincing style, *A Theory of Individual Behavior* discusses innovative material in a format that encourages classroom use. All chapters have questions at their conclusions, and there is a strong emphasis on testable results. The book contains a short review of mathematical models and discussion of received microeconomic theory, as well as summaries at the ends of chapters and many examples and illustrations. Dispels the notion that individuals act as rational agents while capturing idiosyncratic human behavior through rigorous mathematics Presents an innovative approach to the evolution of microeconomic theory Promotes advances in behavioral theories in the social sciences, including psychology and sociology Delivers an accessible style with a strong emphasis on testable results

A comprehensive foundation for stakeholder theory, written by many of the most respected and highly cited experts in the field.

Health Behavior, Education, & Promotion

Social problems in many domains, including health, education, social relationships, and the workplace, have their origins in human behavior. The documented links between behavior and social problems have compelled governments and organizations to

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prioritize and mobilize efforts to develop effective, evidence-based means to promote adaptive behavior change. In recognition of this impetus, *The Handbook of Behavior Change* provides comprehensive coverage of contemporary theory, research, and practice on behavior change. It summarizes current evidence-based approaches to behavior change in chapters authored by leading theorists, researchers, and practitioners from multiple disciplines, including psychology, sociology, behavioral science, economics, philosophy, and implementation science. It is the go-to resource for researchers, students, practitioners, and policy makers looking for current knowledge on behavior change and guidance on how to develop effective interventions to change behavior.

Game theory, the formalized study of strategy, began in the 1940s by asking how emotionless geniuses should play games, but ignored until recently how average people with emotions and limited foresight actually play games. This book marks the first substantial and authoritative effort to close this gap. Colin Camerer, one of the field's leading figures, uses psychological principles and hundreds of experiments to develop mathematical theories of reciprocity, limited strategizing, and learning, which help predict what real people and companies do in strategic situations. Unifying a wealth of information from ongoing studies in strategic behavior, he takes the experimental science of behavioral economics a major step forward. He does so in lucid, friendly prose. Behavioral game theory has three ingredients that come clearly

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into focus in this book: mathematical theories of how moral obligation and vengeance affect the way people bargain and trust each other; a theory of how limits in the brain constrain the number of steps of "I think he thinks . . ." reasoning people naturally do; and a theory of how people learn from experience to make better strategic decisions. Strategic interactions that can be explained by behavioral game theory include bargaining, games of bluffing as in sports and poker, strikes, how conventions help coordinate a joint activity, price competition and patent races, and building up reputations for trustworthiness or ruthlessness in business or life. While there are many books on standard game theory that address the way ideally rational actors operate, Behavioral Game Theory stands alone in blending experimental evidence and psychology in a mathematical theory of normal strategic behavior. It is must reading for anyone who seeks a more complete understanding of strategic thinking, from professional economists to scholars and students of economics, management studies, psychology, political science, anthropology, and biology.

Most theories of elections assume that voters and political actors are fully rational. This title provides a behavioral theory of elections based on the notion that all actors - politicians as well as voters - are only boundedly rational.

How do interacting decision-makers make strategic choices? If they're rational and can somehow predict each other's behavior, they may find themselves in a Nash equilibrium. However, humans display pervasive and systematic departures from rationality. They often do not conform to the predictions of the Nash equilibrium, or its various refinements. This has led



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to the growth of behavioral game theory, which accounts for how people actually make strategic decisions by incorporating social preferences, bounded rationality (for example, limited iterated reasoning), and learning from experience. This book brings together new advances in the field of behavioral game theory that help us understand how people actually make strategic decisions in game-theoretic situations.

Human Behavior Theory and Social Work Practice remains a foundation work for those interested in the practice and teaching of social work. Roberta Greene covers theoretical areas and individual theorists including classical psychoanalytic thought, Eriksonian theory, Carl Rogers, cognitive theory, systems theory, ecological perspectives, social construction, feminism, and genetics. She discusses the historical context, its philosophical roots, and major assumptions of each theory. The general theme, which distinguishes this volume, is that the person-in-environment perspective has been a central influence in the formation of the profession's knowledge base, as well as its approach to practice. Greene provides perspective on how individuals and social systems interact. This book examines how social workers can use theory to shape social work practice by increasing his or her understanding of and potential for enhancing human well-being. Greene covers the relationship between human behavior theory and professional social work practice. She also explores the challenges and limitations of each theory and addresses the following issues: how the theory serves as a framework for social work practice; how the theory lends itself to an understanding of individual, family, group, community, or organizational behavior; what the implications are of the theory for social work interventions or practice strategies; and what role it proposes for the social worker as a change agent. Throughout the profession's history, social workers have

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turned to a number of theoretical approaches for the organizing concepts needed to define their practice base. The aims of social work--to improve societal conditions and to enhance social functioning of and between individuals, families, and groups--are put into action across all fields of practice and realized through a variety of methods in a range of settings. This third edition, completely revised, represents a fundamental contribution to the field, and like its predecessors, will be widely used as a basic text.

This book presents the Metaeconomics Framework and Dual Interest Theory, which weave the empathy-based moral and ethical dimension back into key economic questions.

Metaeconomics addresses the problem of placing too much emphasis on the market or the government, and thus argues that seeing the link between ego and empathy, self- and other-interest, and market and government will lead to a more just, fair, and sustainable polity. The unique Dual Interest Theory proposes that ego-based self-interest and empathy-based other-interest are joint and internal to each person: it maintains the original proposition from Adam Smith that each person maximizes their own-interest, which Metaeconomics makes clear involves balancing the two joint interests, although self-interest is more primal. The book begins with an explanation of how Metaeconomics connects the other kinds of economics. The book then provides a series of applications of Metaeconomics in heated policy issues, such as elections, finance, family, food, health, natural resources, education, taxes, and extreme inequality, among others. Finally, the book concludes that the only way to save capitalism is to bring empathy into both private and public actions and bring about a more humane balance in market and government.

Health promotion, education, and prevention programs ultimately focus on changing health

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behavior. *Essentials of Health Behavior, Second Edition* provides the groundwork for understanding, assessing, and effectively applying theories of human behavior within the practice of public health. In clear and accessible language, it provides the student with a background of the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts. Filled with real life examples and profiles, the text explores some of the ways in which these theories and approaches are used in applied health promotion efforts. This book will:

- Introduce students to the relationship between behavior and a selection of major health issues.
- Provide an introductory background to the kinds of social and behavioral theories that guide our understanding of health related behavior and form the background for health promotion and prevention efforts.
- Explore some of the ways in which these theories and approaches are used in applied health promotion efforts.

The Second Edition offers:

- New chapter on multi-level theories and frameworks
- Updated examples of application and practice throughout
- Additional information on several of the theories presented, such as the Diffusion of Innovations theory and the Social Cognitive Theory

Looking for more real-life evidence? Check out Cases 3, 5-11, 13, 18, & 20 in *Essential Case Studies in Public Health, Putting Public Health into Practice*.

This book provides an overview of behavioral decision theory and related research findings. In brief, behavioral decision theory is a general term for descriptive theories to explain the psychological knowledge related to decision-making behavior. It is called a theory, but actually it is a combination of various psychological theories, for which no axiomatic systems, such as the utility theory widely used in economics, have been established; it is often limited to

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qualitative knowledge. However, as suggested in the studies of H. A. Simon, who won the Nobel Prize for Economics in 1978, and D. Kahneman, who won the prize in 2002, the psychological methodology and knowledge of behavioral decision theory have been applied widely in such fields as economics, business administration, and engineering, and are expected to become more useful in the future. This book explains various behavioral decision theories related to decision-making processes. Numerous models have been proposed to explain the psychological processes related to such a selection of decision strategies, and this book also introduces some new models that are useful to explain decision-making processes. The book concludes with speculation about the future of modern behavioral decision theories while referring to their relation to fields associated with neuroscience, such as neuroeconomics, that have been developed in recent years. In addition, each chapter includes a bibliography that can be referred to when studying more details related to behavioral decision theory. Reading this book requires no advanced expertise; nonetheless, an introductory knowledge of psychology, business administration, and economics, and approximately a high school graduate's level of mathematics should facilitate the reader's comprehension of the content.

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