

Ceo Capital A To Building Ceo Reputation And Company Success

Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition is updated throughout, including: new social media management techniques for the evolving age of digital media, and perspectives on reputation management in an era of globalization. The book is embroidered by ethics, and organized by corporate communication units, such as media relations, issues management, crisis communication, organizational communication, government relations, and investor relations. Each chapter is fleshed out with the real-world experiences cited by the authors and contributions from 36 leaders in the field, including The Arthur W. Page Society, the International Communications Consultancy Organization, the PR Council, CVS Health, Edelman and Ketchum. This was the first book on reputation management and, now in its fourth edition, remains a must-have reference for students taking classes in public relations management, corporate communication, communication management, and business. CEOs, business leaders, and professionals working in these areas find it a reliable resource for measuring, monitoring and managing reputation.

Volume 1A covers corporate finance: how businesses allocate capital - the capital budgeting decision - and how they obtain capital - the financing decision. Though managers play no independent role in the work of Miller and Modigliani, major contributions in finance since then have shown that managers maximize their own objectives. To understand the firm's decisions,

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it is therefore necessary to understand the forces that lead managers to maximize the wealth of shareholders.

Every year, companies spend billions of dollars in board time and headhunter fees on CEO searches. In fact, by many accounts, the selection of the next CEO is the single most important task of the board of directors. Yet, despite the huge amount of time, money, and attention given to the task, many CEO changes fail, with disastrous consequences for all concerned. With so much at stake, it is natural to ask what companies and their boards can do to increase the odds of success. Illustrated with an abundance of real-life examples from interviews with CEOs, C-suite members, members of the boards, and headhunters supporting CEO searches, *The Next CEO* explains how boards can improve the odds of success with CEO succession by identifying clear CEO mandates and associated CEO profiles and by selecting CEOs that are fit for purpose. It further explains how the CEOs of leading corporations effectively take charge and create results, providing a roadmap for incoming CEOs. These ideas are brought to life with case studies and interviews with well-known corporations such as ABB, Alibaba, Freudenberg, GE, Google, HNA, HP, Microsoft, Nestle, Nike, Nokia, Novartis, Roche, Sony, Tata, and Zurich Insurance. The book is invaluable practical reading for board members of medium-to-large-size firms involved with CEO succession, and for those preparing for their first CEO position. It is also relevant to headhunters who are involved in the process of CEO succession as a working tool for them and their clients. In addition, the book will be relevant to courses on corporate governance and strategic transformation at the executive and MBA levels.

Publisher Description

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"First published in France in 2013 by Odile Jacob as *Le choc des capitalismes: comment nous avons aetae daepossaedaes de notre gaenie entrepreneurial et comment le raeinventer.*

'Athletic CEOs: Leadership in Turbulent Times' is about CEOs who do not lead by the book: people who score low on emotional intelligence, do not praise their subordinates and rarely provide constructive feedback or celebrate small wins. Yet it is also a book about high-performing transformational leaders: Alexander Dyukov (Gazprom Neft), German Gref (Sberbank), Eugene Kaspersky (Kaspersky Lab), and Vitaly Saveliev (Aeroflot). Each of these leaders have created formidable enterprises that deliver sustainable growth in profits and shareholder value; set new standards for the industry; leave a positive impact on their employees and on the country and the regions they operate in; and – most remarkably – continue to reinvent themselves. Having studied the work of these leaders for a decade, Stanislav Shekshnia, Alexey Ulanovsky and Veronika Zagieva's model of Athletic Leadership summarizes the unique characteristics of these leaders and their leadership.

Jack MayBee in the third in a three book series cover the growth of a Detective Agency working in different fields of investigation These short stories are easy to read covering the many areas the corporate CEO runs into problems they need someone like Jack MayBee to solve. Jack will be working 15 cases in this book each something different and reveals Jack as a person many will identify with.

The goal of the book is to advance more systematic research in the fields of advertising and communication form an international perspective. Renowned communication researchers from around the globe have contributed to the making of this book.

This book aims to provide practitioners a deep appreciation of the role and nature of

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transformational leadership in disruptive banking environments.

Know how your company can accelerate growth by not only tapping into new growth vectors, but also by adapting its organization, culture, and processes. To oversee growth from an idea to a company with billions in revenue, CEOs must reinvent many aspects of their company in anticipation of it reaching ever-higher revenues. Author Peter Cohan takes you through the four stages of scaling: winning the first customers, building a scalable business model, sprinting to liquidity, and running the marathon. What You'll Learn Discover how founders keep their CEO positions by managing the organizational change needed to reach the next stage of scaling Read case studies that illustrate how CEOs craft growth strategies, raise capital, create culture, build their organizations, set goals, and manage processes to achieve them Discover principles of successful scaling through comparisons of successful and less successful companies Use the Scaling Quotient to assess your startup's readiness to grow Follow a road map for turning your idea into a company that can change the world Who This Book Is For Entrepreneurs, aspiring CEOs, capital providers, and all other key stakeholders

When it comes to evaluating a firm, leadership matters. We know that financial outcomes can predict about 50 percent of a firm's market value. Intangibles like strategy, brand, talent, R&D, innovation, risk, and so on account for the rest. But leadership underlies them all. And despite how important we know it is, we've been forced to rely on subjective and unreliable ways to measure its impact—until now. In this landmark book, leadership scholar, author, and consultant Dave Ulrich proposes a “leadership capital index”—a Moody's or Standard and Poor's rating for leadership. Drawing on research from investors and business leaders, and synthesizing the work of dozens of consulting firms and leadership experts, Ulrich analyzes two broad domains,

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each comprising five factors. The individual domain includes personal qualities, strategic prowess, execution proficiency, interpersonal skills, and fit between the leader's style and the organization's market promises. The organizational domain encompasses a leader's ability to create customer-focused cultures, manage talent, demand accountability, use information to gain competitive advantage, and set up work processes to deal with change. Ulrich details rigorous metrics and methods for evaluating leaders on each of these factors. The result is a groundbreaking book that will be of vital interest not only to equity and debt investors but also to boards of directors, executive teams, human resource and leadership development professionals, government and ratings agencies—and of course to leaders themselves. CEO Branding advances our understanding of the importance and impact that CEOs have on companies. In recent years, there has been a growing body of interdisciplinary literature on this powerful aspect of branding, and Fetscherin has invited a leading panel of international scholars and practitioners to contribute original chapters in their area of expertise. The book introduces the concept of the CEO as a brand, and outlines the "4Ps" of this branding mix – the CEO (person), personality, prestige (reputation), and performance. It discusses the CEO branding process, and demonstrates the many ways in which this 'human brand' affects the company in financial terms (such as performance, profit, and stock returns), as well as non-financial terms (reputation, trust, and firm strategy). The book also includes 'lessons learned' and many examples that illustrate how companies can measure and manage the CEO brand. This comprehensive, authoritative volume will give students, researchers, marketing and communication managers, and CEOs themselves a thorough understanding of all aspects of the CEO brand. A must read for any CEO who is serious about developing, managing and

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measuring their own brand. For more information, visit www.ceobranding.org

The Third Edition of this market-leading text has been updated and expanded with contemporary case material and more detailed coverage of the main topics and trends in corporate communication. New to the Third Edition: - New chapters on strategic planning and campaign management, research and measurement and CSR and community relations - Greatly expanded coverage of key areas: internal communication, leadership and change Communication, issues management, crisis communication and corporate branding - Other topics to receive new coverage include: public affairs, social media, internal branding and issues of globalization. - New and up-to-date international case studies, including new full-length case studies and vignettes included throughout the chapters. - Further reading and new questions-for-reflection will provide the reader with a means to challenge and further their understanding of each of the topics in the book. - Online teaching material for lecturers and students including: instructors manual, PowerPoint slides and new international case studies of varied length, SAGE Online journal readings, videos, online glossary and web links

Praise for the Second Edition: "This is a must-have reference book for Chief Executives, Finance Directors, Corporate Communicators and Non-executive Directors in this "involve me" era of stakeholder engagement and corporate communications. How I wish I had had this book on my desk as a Chief Reputation Officer!" - Mary Jo Jacobi, Former Chief Reputation Officer of HSBC Holdings, Lehman Brothers and Royal Dutch Shell 'This is a comprehensive and scholarly analysis of corporate communications. It will offer students and practitioners alike a considerable aid to study and understanding which will stand the test of time in a fast changing business' - Ian Wright, Corporate Relations Director, Diageo

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At the tail end of your company's startup phase, the same opportunities that generate revenue and fuel growth also bring new challenges. You need to hire-and train-rock-star team members, scale operations, prioritize opportunities, "wow" customers, and clearly communicate strategy throughout your organization-all while bringing on new clients and driving profitability. You don't have time for theory when you're growing at breakneck speed. You need a blueprint for profitable scalability, a toolbox of plug-and-play tools, and direction on how to maximize execution. That's where *Building an Elite Organization* comes in. Don Wenner is a master of scaling high-growth, high-profit entrepreneurial companies. In *Building an Elite Organization*, he walks you through the Elite Execution System his company and other highly successful organizations use to drive growth and improve profitability. Don's system will give your team clarity on where you're going, the insight to know if you're on the right track, and the disciplined system needed to consistently leverage every opportunity. Learn how you can leave a legacy and make an enduring impact for decades to come. Does your organization have a good or bad reputation, and who takes responsibility for it? Whether viewed as an intangible asset or potential liability, damage to reputation can be costly. In the private sector loss of investor confidence can dent corporate value; in the public sector loss of public trust can lead to political change. How can anyone protect reputation from damage?

Realizing synergies across different businesses is a multibusiness firm's generic strategic challenge. Eva Bilhuber Galli investigates the role of social capital in cross-business collaboration and how to build it effectively with leadership development practices. These proceedings represent the work of researchers participating in the 11th

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International Conference on Intellectual Capital, Knowledge Management & Organisational Learning - ICICKM 2014, which this year is being held at The University of Sydney Business School, The University of Sydney, Australia. The Conference Co-Chairs are Dr John Dumay from Macquarie University, Sydney, Australia and Dr Gary Oliver from the University of Sydney, Australia. The conference will be opened with a keynote by Goran Roos, Advanced Manufacturing Council, Adelaide, Australia who will address the topic of "Intellectual capital in Australia: Economic development in a high cost economy." The second day will be opened with a from James Guthrie, University of Sydney, Australia on the topic of "Intellectual Capital and the Public Sector Research: Past, Present, and Future."

In the aftermath of scandals such as those at Enron and WorldCom, there is a growing suspicion of the corporate world. For this reason it is more important than ever for firms to maintain a good reputation. Jackson offers a practical guide to taking the high road--the only path that leads to tasting success.

CEO Capital A Guide to Building CEO Reputation and Company Success John Wiley & Sons

The CEO's Boss, originally published in 2010, is the definitive guide to a productive working relationship between corporate boards and CEOs. Speaking to an era when company directors must monitor the actions and day-to-day operations of their CEO, William M. Klepper offers eight essential lessons to help boards operate more

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effectively in this bold and independent role. Since the publication of the first edition, Klepper has continued to develop and apply its lessons for a variety of businesses and settings. In this second edition, Klepper renews the paradigm set forth in the first, with new case studies of companies such as Wells Fargo, BP, Hewlett-Packard, and Proctor & Gamble. Giving directors, executives, investors, and stakeholders the tools to make crucial relationships work, Klepper details the best techniques for selecting the right CEO, establishing a working relationship, and giving effective feedback. He affirms the importance of the social contract between directors and their CEOs, encourages directors to embrace their independence, and teaches executives to value tough love. He revisits the first edition's case studies and derives new insights from how these companies followed—or failed to heed—the book's precepts. He also takes a close look at the predictions he made almost ten years ago, providing new forecasts and integrating core knowledge to ensure that *The CEO's Boss* remains essential in our ever-changing business landscape.

For decades, the public company has played a dominant role in the American economy. Since the middle of the 20th century, the nature of the public company has changed considerably. The transformation has been a fascinating one, marked by scandals, political controversy, wide swings in investor and public sentiment, mismanagement, entrepreneurial verve, noisy corporate "raiders" and various other larger-than-life personalities. Nevertheless, amidst a voluminous literature on

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corporations, a systematic historical analysis of the changes that have occurred is lacking. The Public Company Transformed correspondingly analyzes how the public company has been recast from the mid-20th century through to the present day, with particular emphasis on senior corporate executives and the constraints affecting the choices available to them. The chronological point of departure is the managerial capitalism era, which prevailed in large American corporations following World War II. The book explores managerial capitalism's rise, its 1950s and 1960s heyday, and its fall in the 1970s and 1980s. It describes the American public companies and executives that enjoyed prosperity during the 1990s, and the reversal of fortunes in the 2000s precipitated by corporate scandals and the financial crisis of 2008. The book also considers the regulation of public companies in detail, and discusses developments in shareholder activism, company boards, chief executives, and concerns about oligopoly. The volume concludes by offering conjectures on the future of the public corporation, and suggests that predictions of the demise of the public company have been exaggerated.

The book introduces the new notion of "social liability" as a framework to analyze the negative effects social networks can have on the attainment of goals by firms and/or their members.

Increasing media scrutiny, global coverage and communication via the internet means corporate reputation can be damaged quickly, and failing to successfully address

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challenges to corporate reputation has consequences. Companies generally suffer almost ten times the financial loss from damaged reputations than from whatever fines may be imposed. According to Ernst & Young, the investment community believes up to 50 per cent of a company's value is intangible - based mostly on corporate reputation. So recognizing potential threats, or anticipating risks, emerges as a critical organizational competence. Organizations can regain lost reputations, but recovery takes a long time. Corporate Reputation contains both academic content along with practical contributions, developed by those serving as consultants or working in organizations in the area of corporate reputation and its management or recovery. It covers: why corporate reputation matters, the increase in reputation loss, threats to corporate reputation, monitoring reputation threats online and offline, the key role of leadership in reputation recovery, and making corporate reputation immune from threats. Any book that is going to do justice to a subject that is so complex and intangible needs imagination, depth and range, and this is exactly what the contributors bring with them.

"Everyone knows Warren is the greatest investor of our time. . . . This book for the first time captures his genius as a manager." —Jack Welch The first book to reveal the investment and management strategies of the Berkshire Hathaway all-star management team. Much has been written about Warren Buffett and his investment philosophy; little has been made public about the inside management of Berkshire

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Hathaway. With a market cap exceeding 100 billion, Berkshire Hathaway has a market value surpassing many icons of American business such as Dell, AT&T, Disney, Ford, Gillette, American Express, and GM. Drawing on his personal experiences as well as those of Berkshire's chief executives, officers, and directors interviewed for this book, Berkshire insider Robert P. Miles provides a unique look at the Berkshire Hathaway culture and its management principles.

- ... release reputation bearers from the burden of being constantly monitored and reduce the likelihood of government or public supervision and control.
- ... strengthen client trust, ease the recruitment and retention of capable employees and improve access to capital markets or attract investors.
- ... legitimate positions of power and build up reserves of trust which - lowed companies and politicians – but also researchers and journalists – to put their issues on the public agenda, present them credibly and mould them in their own interests. But a fear of loss is not the only reason for the steadily increasing - portance of reputation in corporate management today (or more especially, in the minds of top management). Rather, the main reason is that corporate reputation has shifted from being an unquantifiable 'soft' factor to a measurable indicator in the sense of management control. And it is a variable that is obviously relevant to a company's performance: recent studies by the European Centre for Reputation Studies and the Ludwig-Maximilians- Universität of Munich compared the stock market performance of a portfolio of the top 25% of reputation

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leaders (based on regular reputation measurements in the wider public) with that of the German DAX 30 stock market index. The results show that a portfolio consisting of reputation leaders 1 outperformed the stock market index by up to 45% – and with less risk. Fig. 1. Performance of ‘reputation portfolios’ vs.

One of Asia's keenest and most effective business minds, the President and CEO of the Singapore-based real estate empire CapitaLand provides lessons on leadership, communication, strategy and more while offering a rare glimpse into his life. Original. Since the mid-1990s risk management has dramatically expanded its reach and significance to become a benchmark of good governance for a wide variety of public and private organizations. This book shows that the rise of risk management has much less to do with real dangers and opportunities than with organizational accountability and legitimacy.

No CEO can find a point of balance and then stand still--that's not even possible on a tightrope. The expectation is that the business must always move forward. The American CEO walks a tightrope daily . . . many times blindfolded and without a net below. The job of balancing the often-competing interests of a company's constituents is so challenging that the average lifespan of a newly minted CEO is around five years. Why is it that our most successful businesspeople, individuals who have been wildly successful at every other position in their career, often fail when they get to the CEO chair? The job of the CEO is unlike any leadership position, yet many CEOs are

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unprepared for its challenges. Yes, you must have business acumen and people-management skills, but you'll also need to own the company vision, provide the proper resources, build the culture consistently and in alignment with company goals, make key decisions, and deliver performance that satisfies boards, shareholders, and investors. And, to complicate matters, you must work in an ambiguous environment in which you have absolute responsibility but questionable control. Your biggest challenge will be the balancing act required to be successful--to grow your company in the short term and create a long-term advantage that makes your efforts sustainable. Joel Trammell, successful entrepreneur, CEO, and investor, explores the various points of balance that challenge every CEO. He identifies what it looks like when a CEO is off balance and offers modern techniques and approaches to regain balance, drawn from almost thirty years of study and experience. You'll learn about the 50+ daily struggles that might pull you off balance, such as how to build credibility while avoiding the cheerleader vs. Eeyore trap; how to identify the right growth opportunities while avoiding the budget blower vs. budget tyrant trap; and how to create strong alignment while avoiding the CIA vs. amateur trap. Trammell has created this resource for aspiring, new, and more experienced CEOs. He shares stories that allow you to identify your own strengths and weaknesses and provides questions that promote self-analysis. Filling a void in the market for a clear, compelling guide for CEOs, *The CEO Tightrope* is certain to become your go-to valued resource.

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What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organizational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediatized environments create new challenges, pitfalls, and opportunities for organizations. Successfully engaging, dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although

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organized A-to-Z, a thematic "Reader's Guide" in the front matter groups related entries by broad areas. A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader's Guide and Cross-References to provide thorough search-and-browse capabilities.

You're only a startup CEO once. Do it well with *Startup CEO*, a "master class in building a business." —Dick Costolo, Former CEO, Twitter Being a startup CEO is a job like no other: it's difficult, risky, stressful, lonely, and often learned through trial and error. As a startup CEO seeing things for the first time, you're likely to make mistakes, fail, get things wrong, and feel like you don't have any control over outcomes. Author Matt Blumberg has been there, and in *Startup CEO* he shares his experience, mistakes, and lessons learned as he guided Return Path from a handful of employees and no revenues to over \$100 million in revenues and 500 employees. *Startup CEO* is not a memoir of Return Path's 20-year journey but a thoughtful CEO-focused book that provides first-time CEOs with advice, tools, and approaches for the situations that startup CEOs will face. You'll learn: How to tell your story to new hires, investors, and

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customers for greater alignment How to create a values-based culture for speed and engagement How to create business and personal operating systems so that you can balance your life and grow your company at the same time How to develop, lead, and leverage your board of directors for greater impact How to ensure that your company is bought, not sold, when you exit Startup CEO is the field guide every CEO needs throughout the growth of their company.

We judge people in business the same way we judge those in our personal lives. We listen to what they say, watch how they behave, and take note of the results of their actions. Success is ultimately built on a foundation of character, communication, and trust. To accomplish our goals, people must believe in us. The Power of Reputation offers businesspeople an action plan for creating the kind of reputation that generates trust, inspires confidence, and paves the way for lasting success. Readers will discover how to: Identify and reinforce the values behind their reputation * Earn respect by respecting others * Engage people through constructive, open communication * Build strong connections by personalizing their approach to everything they do Featuring interviews with distinguished business figures and containing instructive real-world examples, this book reveals how to leverage the remarkable power of a reputation rooted in authenticity.

Stone gambling? Invincible! Medical skills? Solitary Snow was seeking defeat! Beautiful women? Aiya, don't be rude, I'm really a doctor. The King of Assassins, Yang Ping,

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returned to the city and obtained the most powerful God's Eye, Dragon Travelling on the Shoals, fighting against the Nine Heavens, and becoming a super perceptive expert of his generation.

A distinguished economist and futurist examines the terrible impact of the current global economic system on international communities and the planet, and calls for a spread of international democracy and the need to forge new global agreements to form community-based societies. \$40,000 ad/promo. IP.

How does a good CEO deliver value? An ideal resource for all aspiring executives, this book provides a comprehensive portrait of the CEO's role and a clearly defined roadmap for acquiring the skill set of a successful CEO. • Written by an author who has extensive experience advising senior executives and who has interviewed multiple CEOs for this book • Offers a practical action plan and career suggestions based on real-world experience that will increase the likelihood that someone can reach a CEO-level position • Presents a unique, clear, and comprehensive picture and model of the CEO position that aspiring executives can use to quickly evaluate whether their aspirations are realistic or not • Provides fascinating insights on what CEOs actually do—valuable information for anyone who has to deal with CEOs in their work environment or is simply curious about what the role of CEO entails

He had both martial arts and medical skills, and went down the mountain to carry out the tasks assigned to him by his master. However, in the city, there were too many

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grudges and conflicts of influence. The youth that just left the mountain relied on his medical skills and ancient martial arts to protect his master's daughter from harm! Being a CEO “Chief Executive Officer” takes a great deal more effort and energy than just giving orders. You can't just tell an employee something and move on. You have to understand where they are coming from and their individual strengths, weaknesses, fears, and motivations. During the recent global recession, much attention was devoted to the mistakes that sparked the financial and economic crisis, in hopes of not repeating them. Less was given to what was done well amid the turmoil to learn, for example, how best to lead a company through tough times. None of the CEOs we interviewed in this book claimed to have attempted anything revolutionary. What was evident, however, was their resolve in pursuing the principles they thought were right, often in the face of opposition. Leadership becomes increasingly important in tough times, when so much is at risk but it can be even harder to exercise. The leadership “musts” described in this book has made the greatest difference for CEOs on the front line. This is a masterful-and disturbing-work of political journalism that challenges all of us to wake up and take heed

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