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[SUMMER | FALL 2019]



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PRESS

ATD PRESS

The premier publisher specializing in talent development, training, and professional development.

The Association for Talent Development (ATD), formerly ASTD, is the world's largest association dedicated to those who develop talent in organizations. We've published important content for the field for more than 75 years. ATD Press publications are written by industry thought leaders and offer anyone who works with adult learners the best practices, academic theory, and guidance necessary to move the profession forward.



CONTENTS

New Books	1
Basics Series	9
Training and Training Basics	10
Training and ISD	12
Business and Management	14
Employee and Organization Development	16
Learning Technology	18
Leadership and Leadership Development	20
What Works in Talent Development Series	22
The ATD Workshop Series	23
<i>TD at Work</i>	24
Ordering Information	Inside Back Cover



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Association for
Talent Development

SHOCK OF THE NEW

The Challenge and Promise of Emerging Technology

Chad Udell and Gary Woodill

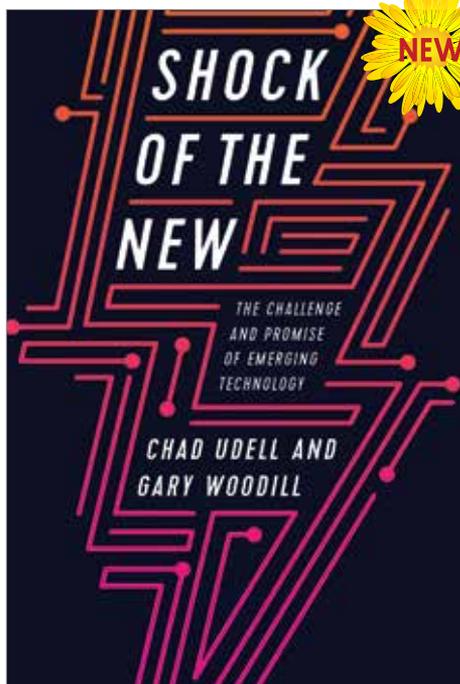
Learn How to Evaluate New Technologies for Your Organization

Most new and emerging technologies have been in development for decades, but as soon as they land on our doorstep, they inspire “the shock of the new.” *Shock of the New* offers the first overall framework for evaluating emerging learning technologies. Chad Udell and Gary Woodill present their BUILDS framework, outlining six key perspectives to be considered with any new technology. They also provide a rubric of 30 questions to use when applying the framework. This much-needed practical guide helps learning and talent development professionals make earlier and better judgments about technology.

Contents: Digital Transformation of Enterprise Learning • Learning Technologies: Business Needs, User Experiences, and Wider Impacts • Learning With Emerging Technologies • Dependencies of Emerging Learning Technologies • Signals of the Future • Strategies • BUILDS Evaluation Rubric • Applying the BUILDS Framework • Glossary

With 20 years of working with industry-leading Fortune 500 companies and government agencies to design and develop experiences, **Chad Udell** is managing partner, strategy and new product development at Float.

Gary Woodill is a senior analyst with Float, as well as CEO of i5 Research. Gary conducts research and market analyses as well as assessments and forecasting for emerging technologies.



ISBN: 978-1-947308-80-0 • Product Code: 111904
Member Price: \$31.95 • List Price: \$36.95
Paperback • 6 x 9 • 256 pp. • April 2019

CONFESSIONS OF A CORPORATE TRAINER

An Insider Tells All

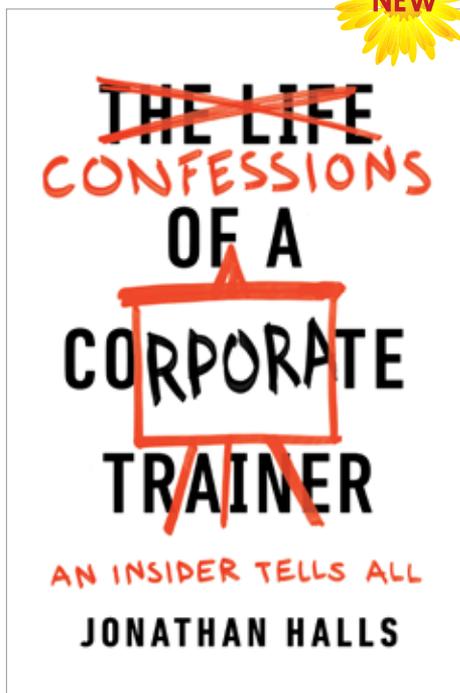
Jonathan Halls

Get the Inside Scoop on Training

Confessions of a Corporate Trainer explores what it means to be a successful trainer in all its gritty reality. This book sets out to support practitioners in deepening the learning experience for the people they serve as trainers. Author Jonathan Halls draws from personal experience and writes with humor and accessibility in this research-based understanding of learning in the workplace. He challenges the unwritten rules to live by and the rules to break. Halls discusses the future of trainers and what skills trainers must develop to future-proof themselves.

Contents: The Shiny Happy Trainer • Learning Takes Practice • I Don't Try to Be a Good Presenter Anymore • Why They Hired Us • Planning • From Classroom to Workplace • Trainers as Ambassadors to Talent • Sustaining Your Mojo • Travel • Remaining Clearheaded • A Trainer's Crystal Ball

Former BBC learning executive **Jonathan Halls** has been training, speaking, and coaching for 25 years in more than 20 countries. An author, trainer, and coach, Halls wrote *Rapid Media Development for Trainers* (ATD Press 2017) and has contributed to numerous ATD publications. He is an adjunct professor at George Washington University and facilitates ATD's Master Trainer Program and ATD's Rapid Video for Learning Professionals Certificate program. He describes his work as "at the intersection of media, communication, learning, leadership, and innovation."



ISBN: 978-1-947308-92-3 • Product Code: 111907

Member Price: \$16.99 • List Price: \$19.99

Paperback • 5.25 x 8 • 200 pp. • April 2019

FULLY COMPLIANT

Compliance Training to Change Behavior

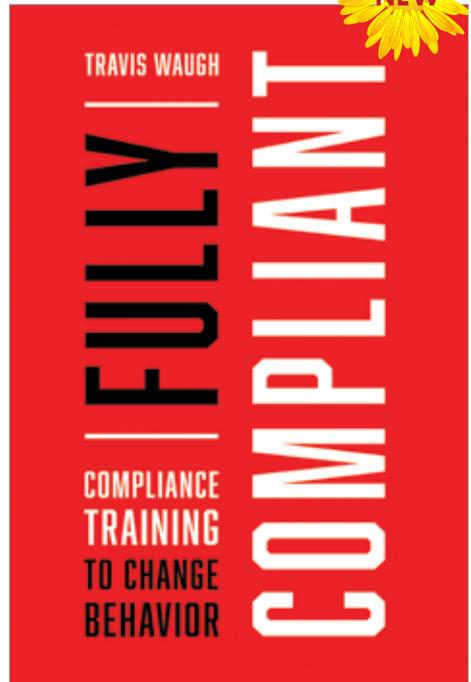
Travis Waugh

Build Sustainable Compliance Programs

In *Fully Compliant*, Travis Waugh challenges traditional compliance training developed to simply ensure that employees avoid the legal risk of failing to comply with a specific compliance mandate. With an ever-increasing number of compliance subjects to address, such programs are unsustainable. Instead, organizations must build compliance programs that serve a higher, broader purpose and build robust, resilient cultures focusing on integrity and ethics learning. Optimal compliance programs are flexible and create real learning experiences that change behavior, thus diminishing the chance of misconduct in the first place.

Contents: Compliance Training Today • History of Organizational Compliance • What SMEs Want • A Better Way to Manage Risk • Compliance Learning Plan • Rise of Real Learning • Opportunistic Analysis • Belief, Culture, and the Levers of Human Behavior • Making Good Content Instinctive • Making a Habit of Compliance • GDPR Habit Case Study • Intrinsic Motivation and Problem-Based Learning • PBL Compliance Project Samples • Branding, Measurement, and Ways to Make or Break Compliance Programs • The Future: The End of Compliance

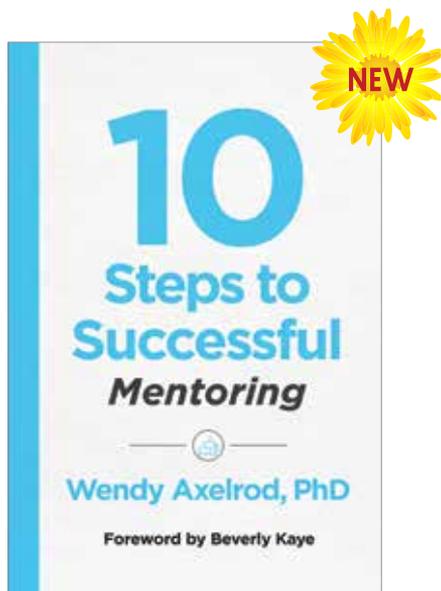
Travis Waugh is a training generalist for The Georgia Institute of Technology. A reformed screenwriter and film editor, Waugh has been helping adults learn in person and online for more than a decade. Whether teaching English as a second language in Japan, crafting IT training solutions for large corporations, or meeting faculty and staff learning needs in higher education, he has demonstrated a commitment to engaging audiences through humor, interactivity, and dogged relevancy.



ISBN: 978-1-947308-35-0 • Product Code: 111901

Member Price: \$32.99 • List Price: \$38.99

Paperback • 6 x 9 • 256 pp. • June 2019



10 STEPS TO SUCCESSFUL MENTORING

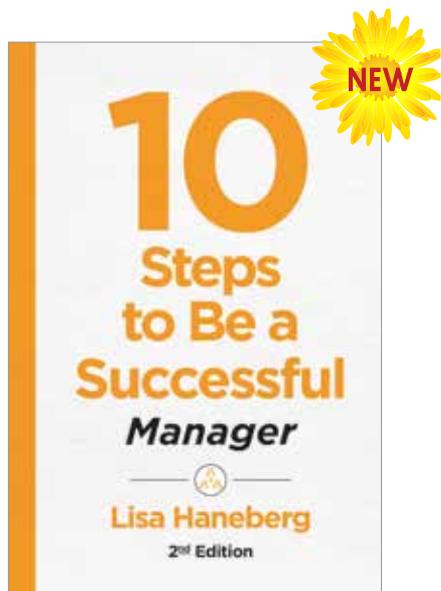
Wendy Axelrod, PhD

Mentor for Success

Wendy Axelrod inspires and provides the new or seasoned mentor with the tools needed to create a customized mentoring experience that focuses on the growth of the mentee and the mentor. This book demonstrates that exceptional mentoring gives the mentee a secure environment to explore aspirations, think more broadly, and behave with greater effectiveness and allows the mentor to enhance their career, gain new perspectives, and learn what it takes to develop others.

Contents: Prepare for Your Role • Establish the Relationship • Set the Direction • Leverage Experience for Development • Expand Growth Using Everyday Psychology • Elevate the Power of Questions • Diversify Development Methods • Promote Influence Skills • Address Mentor Challenges • Consolidate Learning and Bring Closure

ISBN: 978-1-949036-48-0 • Product Code: 111909
Member Price: \$19.99 • List Price: \$21.99
Paperback • 6 x 9 • 224 pp. • June 2019



10 STEPS TO BE A SUCCESSFUL MANAGER

Second Edition

Lisa Haneberg

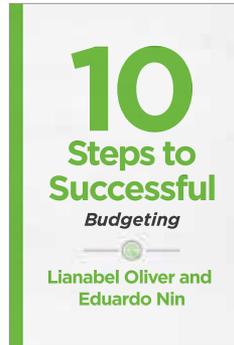
Triumph as a Manager

This updated second edition offers actionable techniques that managers of all experience levels need to succeed. It aligns with ATD's survey-based research on social skills crucial to managerial success. It includes pointers, tables, tools, and worksheets to guide you from big-picture goal-setting to daily progress and to help you triumph over management barriers.

Contents: Know Your Business • Work Well With Others • Define and Model Excellence • Hire for Fit and Onboard for Success • Use Pull Versus Push Motivation • Reinforce and Reward the Nonnegotiables • Bring Out the Best in Others • Plan, Measure, and Adjust • Manage Change and Transition • Build a Career, Leave a Legacy

ISBN: 978-1-949036-20-6 • Product Code: 111908
Member Price: \$17.99 • List Price: \$19.99
Paperback • 6 x 9 • 168 pp. • May 2019

The 10 Steps series is designed for business professionals who need guidance on a wide array of topics. Titles provide quick 10-step processes and solutions for enhancing skills and overcoming everyday challenges. Resources and references include checklists, tips, worksheets, and examples.

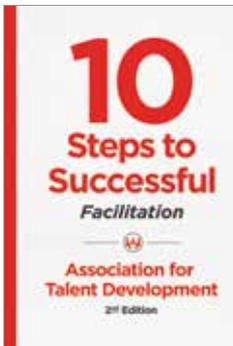


ISBN: 978-1-947308-86-2
Product Code: 111822
Member Price: \$17.95
List Price: \$19.95
Paperback • 6 x 9
144 pp. • 2019

10 STEPS TO SUCCESSFUL BUDGETING

Lianabel Oliver and Eduardo Nin

Successfully navigate the budgeting process by walking through the fundamentals and your role. Authors Oliver and Nin provide an overview of the planning and budgeting process and show how to develop and defend a sound budget to the next level of management.



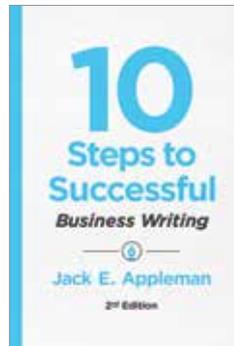
ISBN: 978-1-949036-28-2
Product Code: 111820
Member Price: \$17.95
List Price: \$19.95
Paperback • 6 x 9
176 pp. • 2018

10 STEPS TO SUCCESSFUL FACILITATION

Second Edition

Association for Talent Development

This book takes the guesswork out of the essential skill of facilitation and gives you a step-by-step process for becoming an accomplished and successful facilitator. This second edition features updates to each step, and is reorganized to align with the problem facilitators face today.



ISBN: 978-1-947308-30-5
Product Code: 111716
Member Price: \$17.95
List Price: \$19.95
Paperback • 6 x 9
232 pp. • 2017

10 STEPS TO SUCCESSFUL BUSINESS WRITING

Second Edition

Jack E. Appleman

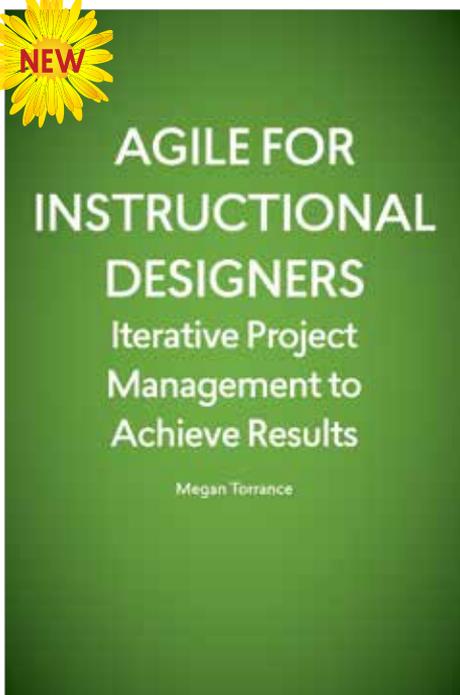
In today's business world, you are what you write. This book is your guide to capturing your reader's attention and imagination.

AGILE FOR INSTRUCTIONAL DESIGNERS

Iterative Project Management to Achieve Results

Megan Torrance

Discover Agile for Better Instructional Design



ISBN: 978-1-949036-50-3 • Product Code: 111910

Member Price: \$24.99 • List Price: \$29.99

Paperback • 6 x 9 • 152 pp. • August 2019

Popular in the software development space as an approach to project management, Agile, when applied to the area of instructional design, provides a framework for adapting to change as it happens and for working with the project sponsor to deliver the content most needed by learners. Recognizing that software development and instructional design have different needs and outcomes, author Megan Torrance developed and introduces the LLAMA methodology based on Agile to illustrate how the Agile project management approach applies specifically to instructional design projects. This book includes templates for goal alignment, learner personas, scope definition, estimating, planning, and iterative development.

Contents: The Case for Agile

Part I: Kicking Off the Project

Plan the Kickoff • Define the Goal • Define the Learner
• Define Scope With User Stories • Define Scope Using Action

Part II: Managing the Project

Plan the Project • Design and Deliver in Iterations • Create Planning and Working Rhythms • Communicate Status
• Facilitate Retrospectives

Part III: Applying Agile in the Organization

Megan Torrance is the chief energy officer of TorranceLearning, an e-learning design and development firm. With more than two decades of experience in change management, instructional design, and business consulting, Torrance brings a passion for design excellence into her project management.

THE UNASHAMED GUIDE TO VIRTUAL MANAGEMENT

Benjamin Bisbee and Kathy Wisniewski

Manage Virtual Teams for Maximum Results

What happens when a virtual manager needs actual day-to-day support around issues such as handling office romance and doing laundry on the job—as well as more traditional issues like onboarding, performance reviews, and scheduling? Using short chapters and writing in a fun, whimsical, and straightforward way, authors Ben Bisbee and Kathy Wisniewski address the unanswered and critical questions of how to manage virtual teams in this new resource. No more scrambling to see how to handle an unexpected situation—virtual managers can consult the authors' advice on more than 30 topics.

Contents:

Part I: Understanding the Virtual World

Time Zones • Work Hours • Flexible Schedules • Privacy

Part II: Managing Your Team

Hiring • Diversity, Inclusion, Equity • Onboarding
• Communications • Performance • Professional Growth • Bandwidth • Disciplinary Meetings • Dismissal
• Budgeting for Digital

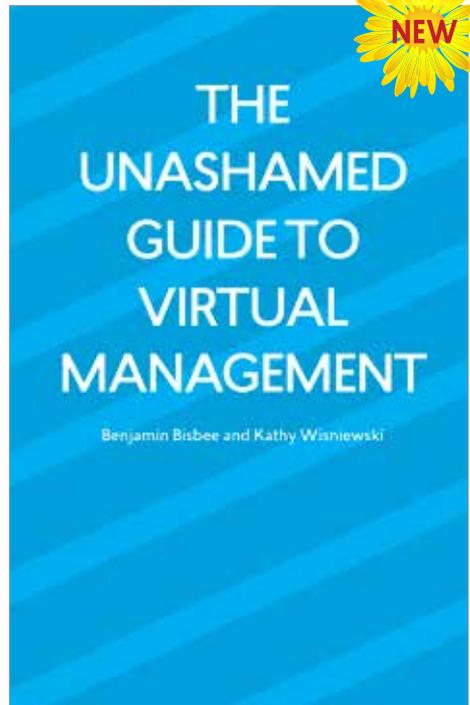
Part III: Building a Team Culture

Teambuilding • Morale • Involving Guests • Birthdays and Happy Hours • Cliques and Gossip • Benefits

Part IV: Creating a Virtual Policy

Laundry, Cooking, and Errands • Home Distractions
• Office Romance • Harassment • Nepotism • Dealing With Loss of Team Members • Holidays

Benjamin Bisbee is a nonprofit professional with more than 18 years of experience in hands-on program development, corporate engagement, fundraising, and professional writing on corporate and nonprofit engagement and relationships. He is the founder and principal of Rhinocorn Consulting, a nonprofit advancement consultancy focused on the industry of corporate social responsibility (CSR) and how it can benefit nonprofits.



ISBN: 978-1-949036-55-8 • Product Code: 111911
Member Price: \$17.99 • List Price: \$19.99
Paperback • 5.25 x 8 • 232 pp. • September 2019

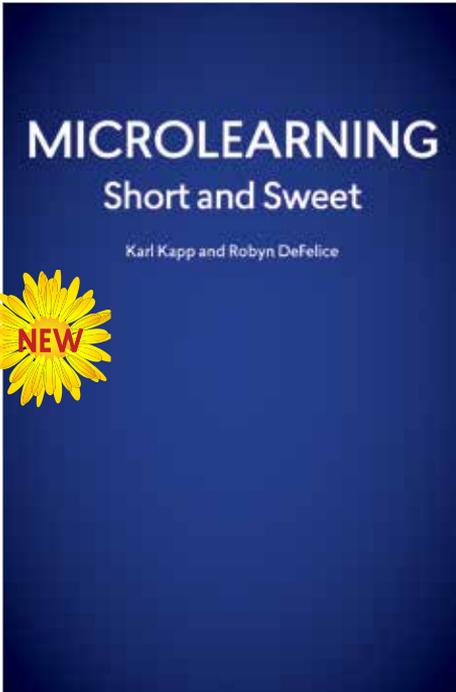
Kathy Wisniewski is the administrative services officer for the Histiocytosis Association and the Histiocyte Society based in Pitman, New Jersey.

MICROLEARNING

Short and Sweet

Karl Kapp and Robyn DeFelice

Implement Microlearning in Your Organization



ISBN: 978-1-949036-73-2 • Product Code: 111915

Member Price: \$24.99 • List Price: \$21.99

Paperback • 7.25 x 5.25 • 200 pp. • September 2019

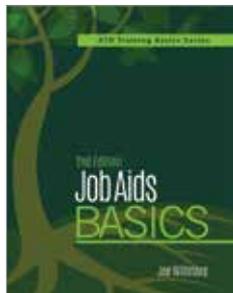
Introducing the first book of its kind on microlearning, Karl Kapp and Robyn DeFelice provide a concise but comprehensive resource to accommodate the most- and least-informed on microlearning. They give a universal definition of microlearning, provide examples, and present a clear picture of what microlearning is and isn't. The authors offer readers guidance on how, when, and why to design, develop, and implement microlearning in their organizations. This book debunks some common misunderstandings of what makes microlearning effective. User-friendly and highly accessible, this book should be used by instructional designers and anyone interested in microlearning.

Contents: What Is Microlearning? • Types of Microlearning • The Principles Behind Microlearning • Supporting Research • Creating a Microlearning Strategy • Planning and Implementing • Developing Microlearning • Evaluating Microlearning

Karl Kapp, professor of instructional technology at Bloomsburg University, is the author behind the widely read Kapp Notes blog and a regular contributor to ATD's Learning Technologies blog. Kapp has written or co-authored six books on the convergence of learning and technology, including the bestselling *The Gamification of Learning and Instruction* and his previous ATD book, co-authored with Sharon Boller, *Play to Learn* (ATD Press).

Robyn A. DeFelice, PhD, has been a consultant and strategist in the learning and development field for more than 18 years. She currently directs training initiatives for Revolve Solutions, a service-disabled veteran-owned small business. DeFelice is also an adjunct professor, teaching the art and science of instructional design and the management of L&D projects.

The Training Basics series provides a baseline explanation of the theories and concepts behind featured topics, as well as instructions for their practical day-to-day application in the workplace. Exercises, assessments, and more help to evaluate needs and get you up to speed on the fundamentals of training.



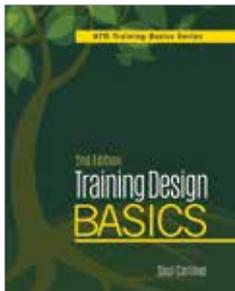
ISBN: 978-1-56286-636-5
Product Code: 111812
Member Price: \$24.95
List Price: \$29.95
Paperback • 7.5 x 9.5
176 pp. • 2018

JOB AIDS BASICS

Second Edition

Joe Willmore

Go from novice job aid designer to expert in this revised second edition. Includes new examples of how to use job aids and a new chapter on creating job aids for mobile devices. Find a step-by-step guide to determining the right job aid for any situation, developing it using best practices, and implementing it in a way that ensures people will use it.



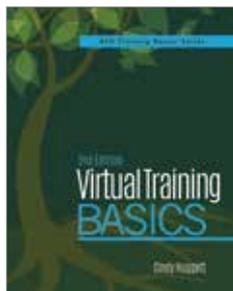
ISBN: 978-1-56286-925-0
Product Code: 111507
Member Price: \$24.95
List Price: \$29.95
Paperback • 7.5 x 9.5
232 pp. • 2015

TRAINING DESIGN BASICS

Second Edition

Saul Carliner

This book zeroes in on how to design successful training for the face-to-face or virtual classroom. It is also a guide for developing self-study training programs.



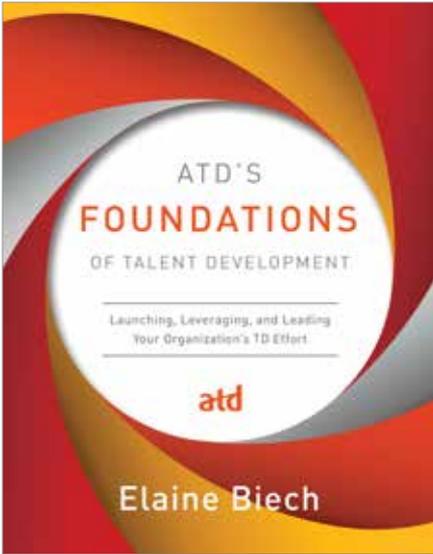
ISBN: 978-1-947308-64-0
Product Code: 111816
Member Price: \$24.95
List Price: \$29.95
Paperback • 7.5 x 9.5
216 pp. • 2018

VIRTUAL TRAINING BASICS

Second Edition

Cindy Huggett

Your learners need courses they can take anywhere, organizations need to save money, and everyone expects materials to be as current as possible. Build your virtual training skills with this book.



ATD'S FOUNDATIONS OF TALENT DEVELOPMENT

Launching, Leveraging, and Leading Your Organization's TD Effort

Elaine Biech

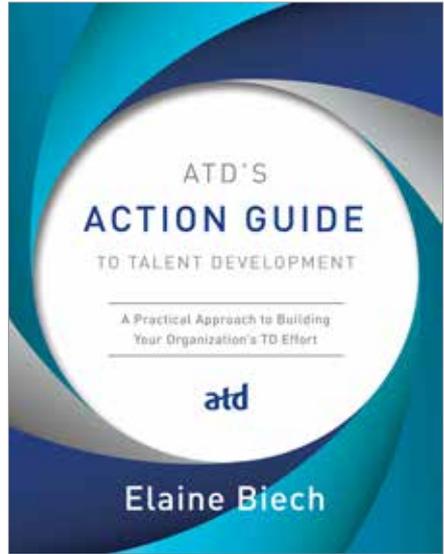
Your Talent Development Atlas

If you've been directing your organization's talent development effort, you might feel like you're on a journey without a map. Elaine Biech understands the road ahead. From developing your strategy, creating an operating plan, and reinforcing your organization's mindset, through design, delivery, measurement and evaluation, and preparing for the future, think of this book as your professional atlas.

ISBN: 978-1-56286-843-7 • Product Code: 111814

Member Price: \$101.95 • List Price: \$119.95

Hardcover • 7 x 9 • 656 pp. • September 2018



ATD'S ACTION GUIDE TO TALENT DEVELOPMENT

A Practical Approach to Building Your Organization's TD Effort

Elaine Biech

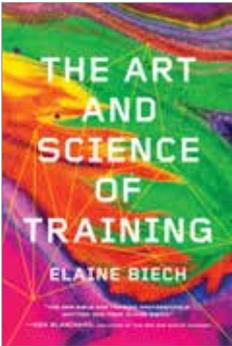
Get Started Now. Take Action.

As you position your organization's talent development effort for the future, what you need to know grows exponentially. The companion volume to *ATD's Foundations of Talent Development*, this book follows the same eight-step framework for defining your organization's learning foundation through preparing for the future. In this book you're sure to find valuable concepts, designs, and ideas no matter which page you open to, no matter what problem brought you there.

ISBN: 978-1-949036-22-0 • Product Code: 111823

Member Price: \$69.95 • List Price: \$84.95

Paperback • 7 x 9 • 528 pp. • September 2018

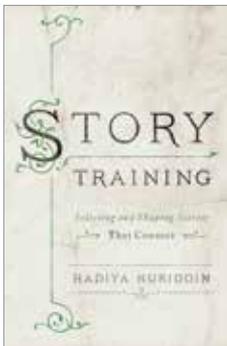


ISBN: 978-1-60728-094-1
 Product Code: 111615
 Member Price: \$28.95
 List Price: \$32.95
 Paperback • 6 x 9
 304 pp. • 2016

THE ART AND SCIENCE OF TRAINING

Elaine Biech

This bestselling book shows you how to blend content mastery and audience insight to deliver outstanding training experiences. Elaine Biech, one of the most highly regarded names in talent development, sets out to present the science for learning and development, but also emphasize that training success lies in knowing what to do when things don't go as planned.



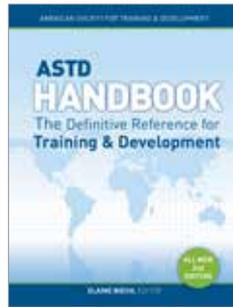
ISBN: 978-1-56286-689-1
 Product Code: 111804
 Member Price: \$27.95
 List Price: \$32.95
 Paperback • 5.5 x 8.5
 160 pp. • 2018

STORYTRAINING

Selecting and Shaping Stories That Connect

Hadiya Nuriddin

The challenge with storytelling, according to author Hadiya Nuriddin, is in finding a story to tell. This book focuses on that elusive part of storytelling—finding the stories lurking everywhere and telling them.



ISBN: 978-1-56286-913-7
 Product Code: 111409
 Member Price: \$105.95
 List Price: \$145.95
 Hardcover • 7 x 9
 984 Pages • 2014

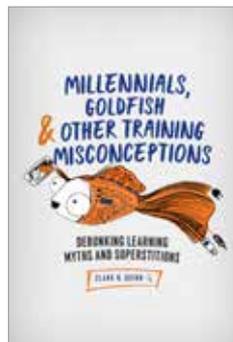
ASTD HANDBOOK

The Definitive Reference for Training & Development

Second Edition

Elaine Biech, Editor

The *ASTD Handbook*, second edition, offers crucial guidance to practitioners of all levels and from every industry as they navigate contemporary challenges.



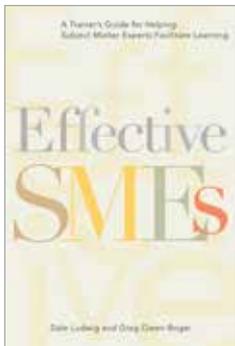
ISBN: 978-1-947308-37-4
 Product Code: 111807
 Member Price: \$16.95
 List Price: \$19.95
 Paperback • 5.25 x 7.75
 200 pp. • 2018

MILLENNIALS, GOLDFISH & OTHER TRAINING MISCONCEPTIONS

Debunking Learning Myths and Superstitions

Clark N. Quinn

This book debunks common assumptions about good learning design. Be a smart consumer and stand behind the science of learning.



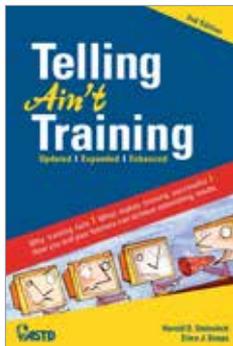
ISBN: 978-1-56286-170-4
Product Code: 111712
Member Price: \$31.95
List Price: \$36.95
Paperback • 6 x 9
192 pp. • 2017

EFFECTIVE SMEs

A Trainer's Guide for Helping Subject Matter Experts Facilitate Learning

Dale Ludwig and Greg Owen-Boger

Partnering with subject matter experts can really pay off. Design learning events with the needs of SMEs in mind.



ISBN: 978-1-56286-701-0
Product Code: 111109
Member Price: \$32.95
List Price: \$38.95
Paperback • 7 x 10
320 pp. • 2011

TELLING AIN'T TRAINING

Updated, Expanded, Enhanced

Second Edition

Harold D. Stolovitch and Erica J. Keeps

An essential book for all learning and development professionals, this title is chock-full of myth-busting research and ready-to-use tools. Delivered in a lighthearted and entertaining style, the second edition sets new standards for the training industry.



ISBN: 978-1-56286-971-7
Product Code: 111506
Member Price: \$34.95
List Price: \$42.95
Paperback • 7 x 10
296 pp. • 2015

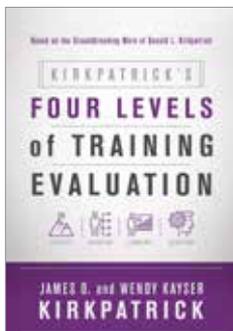
TRAINING DESIGN AND DELIVERY

A Guide for Every Trainer, Training Manager, and Occasional Trainer

Third Edition

Geri E. McArdle

This edition highlights training delivery systems, zeroes in on training technologies, and puts proven principles and tools within reach.

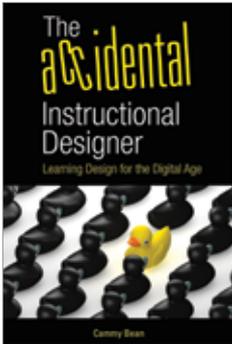


ISBN: 978-1-60728-008-8
Product Code: 111614
Member Price: \$21.95
List Price: \$24.95
Paperback • 7 x 10
256 pp. • 2016

KIRKPATRICK'S FOUR LEVELS OF TRAINING EVALUATION

James D. Kirkpatrick and Wendy Kayser Kirkpatrick

Adopt the most widely used training evaluation model around the globe by diving into the New World Kirkpatrick Model, a powerful methodology that melds people with metrics.



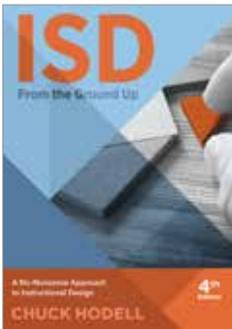
ISBN: 978-1-56286-914-4
Product Code: 111410
Member Price: \$28.95
List Price: \$32.95
Paperback • 6 x 9
224 pp. • 2014

THE ACCIDENTAL INSTRUCTIONAL DESIGNER

Learning Design for the Digital Age

Cammy Bean

This book covers nearly every aspect of the design process, from creating scenarios to building interactivity and working with SMEs. Look no further for new ideas on instructional design for e-learning.



ISBN: 978-1-56286-998-4
Product Code: 111532
Member Price: \$33.99
List Price: \$42.99
Paperback • 7 x 10
304 pp. • 2015

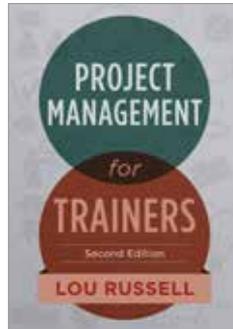
ISD FROM THE GROUND UP

A No-Nonsense Approach to Instructional Design

Fourth Edition

Chuck Hodell

This handbook on core ISD practices covers everything novice and practiced instructional designers need to know.



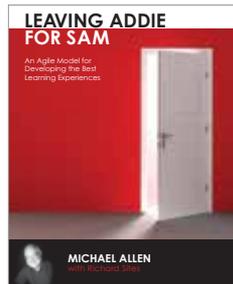
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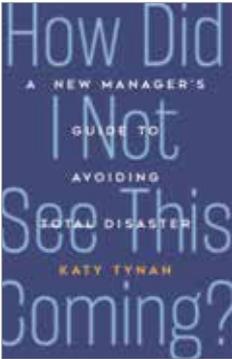
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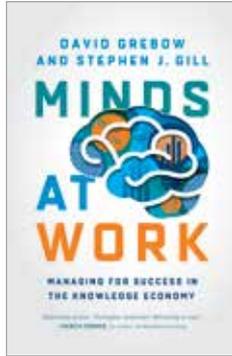
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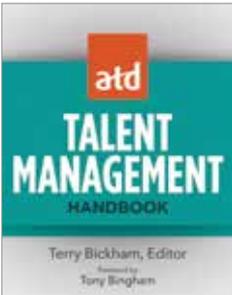
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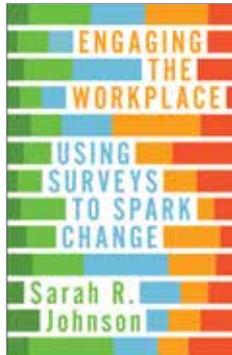
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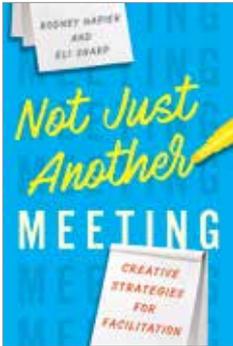
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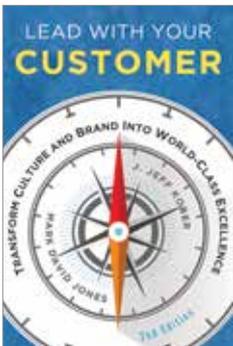
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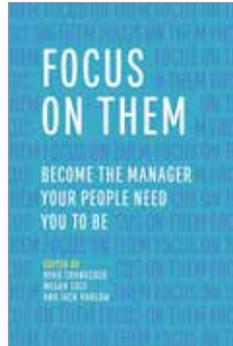
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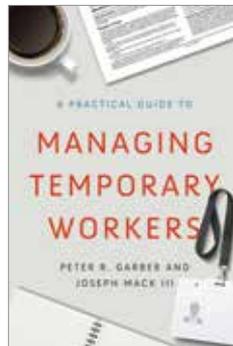
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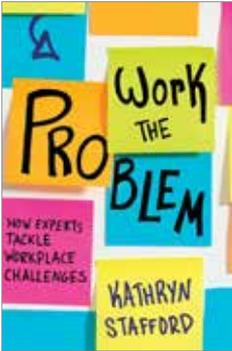


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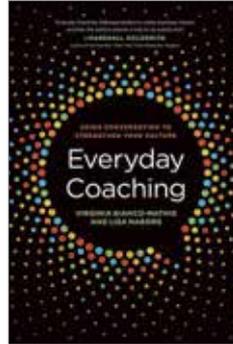
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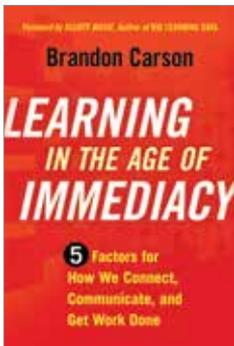
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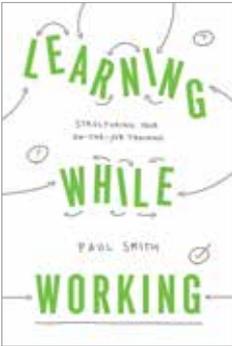


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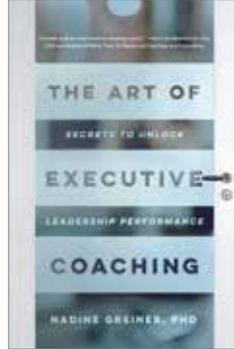
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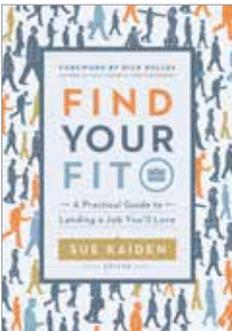
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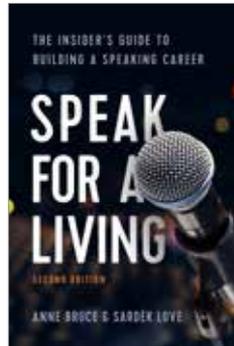
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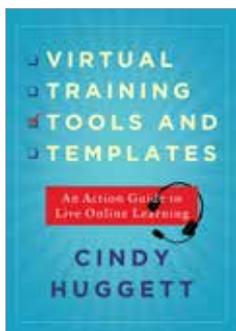
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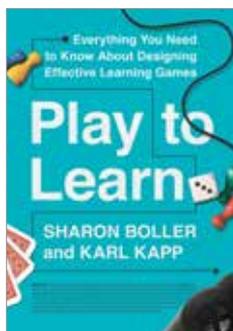


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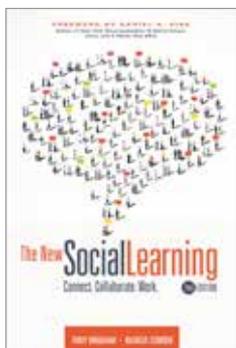


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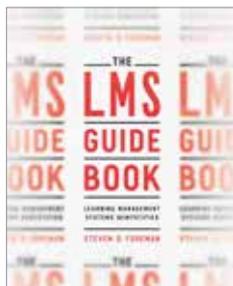
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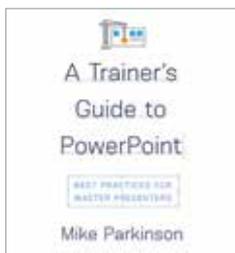
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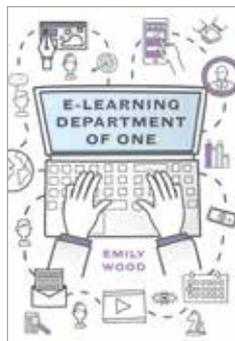
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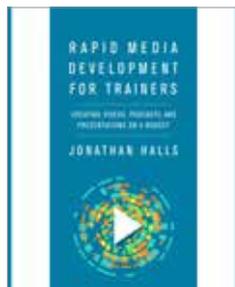
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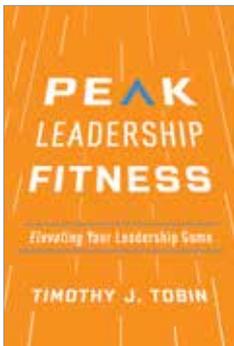
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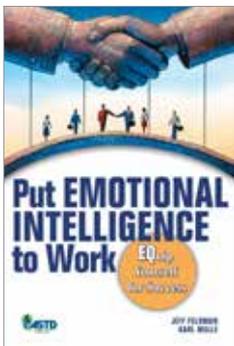
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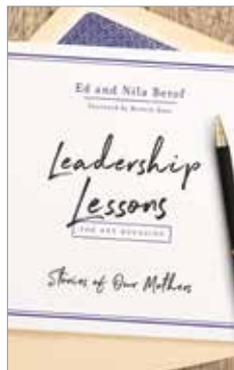
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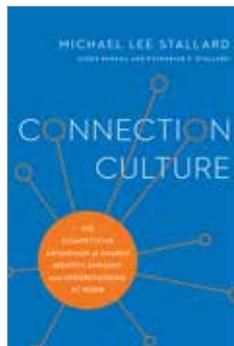
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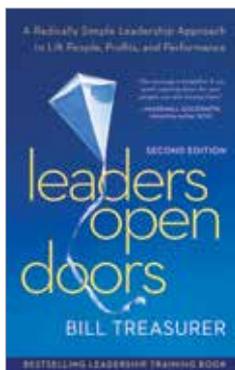
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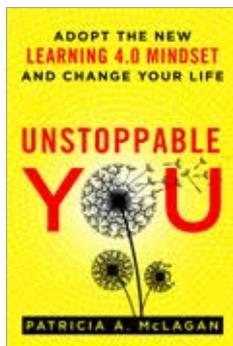
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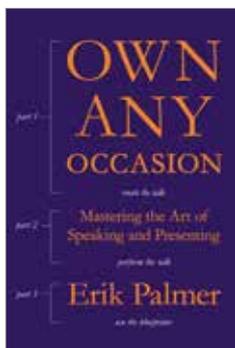
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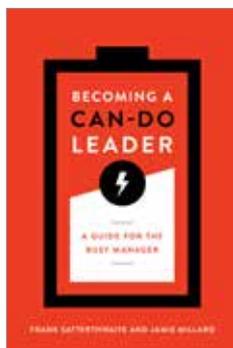
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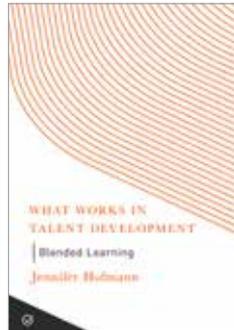


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