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Director of UX at
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Nor UX ~~Lean UX:~~
~~Because life is too short~~
~~to build something~~
~~nobody wants~~ *Live*

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UX Canvas How Lean
UX Co-Author Jeff
Gothelf Uses*

*Experiments and
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Risk Product Lean Ux
Designing Great
Products*

Lean UX shows you
how to make this
change—for the better.
Frame a vision of the
problem you're solving

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UX and focus your team on the right outcomes; Bring the designers' toolkit to the rest of your product team; Share your insights with your team much earlier in the process; Create Minimum Viable Products to determine which ideas are valid

*Lean UX: Designing
Great Products with
Page 10/85*

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Agile Teams eBook...

Buy Lean UX :
Designing Great
Products with Agile

Teams by Jeff Gothelf
(ISBN:

9789352134564) from
Amazon's Book Store.

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orders.

*Lean UX : Designing
Great Products with*

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Video description

Frame a vision of the
problem you're solving
and focus your team on
the right outcomes

Bring the designers'
toolkit to the rest of
your product team Share
your insights with your
team much earlier in the
process Create

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Products to determine

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Great Products

*Lean UX: Designing
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Agile Teams (Audio ...

Lean UX: Designing
Great Products with
Agile Teams, Edition 2 -
Ebook written by Jeff
Gothelf, Josh Seiden.

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preferred approach to
interaction design, tailor-
made for today's agile

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*Lean UX: Designing
Great Products with
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Jeff Gothelf,
organizational designer
and UX design team
leader, introduced Lean

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UX to the world when he published *Lean UX: Designing Great Products with Agile Teams* in 2013. He helped develop the system after seeing frustrations with his team at TheLadders. They even created a diagram breaking down the exact pain points they were having with their management

Where To Download Lean UX Designing system.

*A beginner's guide to
Lean UX (+ 5 lessons
from Jeff...*

Josh has been creating great technology products for more than 20 years. A UX design leader, Josh has worked in hardware and software, consumer and enterprise, mobile, web, and desktop. He was

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UX Designing
Great Products
With Agile
Teams

head of product design
at Wall Street innovator
Liquidnet, and lead
pioneering interaction
design teams at Cooper.

Lean UX

Lean UX has become
the preferred approach
to interaction design,
tailor-made for today's
agile teams. In the
second edition of this
award winning book,

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UX Designing Great Products With Agile Teams
leading advocates Jeff Gothelf and Josh Seiden expand on the valuable Lean UX principles, tactics, and techniques covered in the first edition to share how product teams can easily incorporate design, experimentation, iteration, and ...

*Amazon.com: Lean UX:
Designing Great
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Lean UX shows you how to make this change--for the better. Frame a vision of the problem you're solving and focus your team on the right outcomes. Bring the designers' toolkit to the rest of your product team. Share your insights with your team much earlier in the

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Viable Products to
Great Products
With Agile
Teams
process Create Minimum
Viable Products to
determine which ideas
are valid Incorporate the
voice of the customer
throughout the project
cycle Make your team
more productive:
combine Lean UX with
Agile's Scrum
framework Understand
the ...

*Full version Lean UX:
Page 23/85*

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*Designing Great
Products with Agile ...*

Lean UX is a practical,
powerful resource for
designers, product
teams, entrepreneurs
and anyone interested in
mastering Lean UX to
begin delivering
increasingly successful
digital products and
services. “Work early
but craft incremental
experiences with an end

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vision” — Karen Leong.
Lean UX is a short and
easy read.

*Lean UX: Designing
Great Products with
Agile Teams (Second ...*

Lean UX has become
the preferred approach
to interaction design,
tailor-made for today's
agile teams. In the
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leading advocates Jeff Gothelf and Josh Seiden expand on the valuable Lean UX principles, tactics, and techniques covered in the first edition to share how product teams can easily incorporate design, experimentation, iteration, and continuous ...

Lean UX : Designing
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*Great Products with
Agile Teams: Jeff ...*
Lean UX: Designing
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Edition Paperback – 1
November 2016 by Jeff
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Jeff Gothelf (Author),

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Josh ...

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Lean UX shows you how to make this change--for the better. Frame a vision of the problem you're solving and focus your team on the right outcomes. Bring the designers' toolkit to the

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rest of your product
team Share your insights
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earlier in the
process Create Minimum
Viable Products to
determine which ideas
are valid Incorporate the
voice of the customer
throughout the project
cycle Make your team
more productive:
combine Lean UX with
Agile's Scrum

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*About For Books Lean
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Lean UX has become the preferred approach to interaction design, tailor-made for today's agile teams. In the second edition of this award winning book, leading advocates Jeff

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Gothelf and Josh Seiden
expand on the valuable
Lean UX principles,
tactics, and techniques
covered in the first
edition to share how
product teams can easily
incorporate design,
experimentation,
iteration, and continuous
...

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UX design has traditionally been deliverables-based.

Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business.

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Many are now measured and compensated for the depth and breadth of their deliverables

instead of the quality and success of the experiences they design.

Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being

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UX designed and developed.
So what's to be done?
This practical book
provides a roadmap and
set of practices and
principles that will help
you keep your focus on
the the experience back,
rather than the
deliverables. Get a
tactical understanding of
how to successfully
integrate Lean and
UX/DesignFind new

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material on business modeling and outcomes to help teams work more strategically. Delve into the new chapter on experiment design. Take advantage of updated examples and case studies.

User experience (UX) design has traditionally been a deliverables-based practice, with

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wireframes, site maps, flow diagrams, and mockups. But in today's web-driven reality, orchestrating the entire design from the get-go no longer works. This hands-on book demonstrates Lean UX, a deeply collaborative and cross-functional process that lets you strip away heavy deliverables in favor of

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building shared
understanding with the
rest of the product team.

Lean UX is the
evolution of product
design; refined through
the real-world
experiences of
companies large and
small, these practices
and principles help you
maintain daily,
continuous engagement
with your teammates,

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rather than work in isolation. This book shows you how to use Lean UX on your own projects. Get a tactical understanding of Lean UX—and how it changes the way teams work together. Frame a vision of the problem you're solving and focus your team on the right outcomes. Bring the designer's tool kit to the

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rest of your product
team Break down the
silos created by job
titles and learn to trust
your teammates

Improve the quality and
productivity of your
teams, and focus on
validated experiences as
opposed to

deliverables/documents

Learn how Lean UX
integrates with Agile
UX

Where To Download Lean Ux Designing

Great user experiences (UX) are essential for products today, but designing one can be a lengthy and expensive process. With this practical, hands-on book, you'll learn how to do it faster and smarter using Lean UX techniques. UX expert Laura Klein shows you what it takes to gather

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valuable input from customers, build something they'll truly love, and reduce the time it takes to get your product to market. No prior experience in UX or design is necessary to get started. If you're an entrepreneur or an innovator, this book puts you right to work with proven tips and tools for researching,

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identifying, and
designing an intuitive,
easy-to-use product.

Determine whether
people will buy your
product before you build
it Listen to your
customers throughout
the product's lifecycle
Understand why you
should design a test
before you design a
product Get nine tools
that are critical to

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designing your product

Discern the difference

between necessary

features and nice-to-

have

Learn how a
Minimum Viable

Product affects your UX

decisions Use A/B

testing in conjunction

with good UX practices

Speed up your product

development process

without sacrificing

quality

Where To Download Lean Ux Designing

Lean UX is synonymous with modern product design and

development. By combining human-centric design, agile ways of working, and a strong business sense, designers, product managers, developers, and scrum masters around the world are making Lean UX the

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UX Designing Great Products With Agile Teams

leading approach for digital product teams today. In the third edition of this award-winning book, authors Jeff Gothelf and Josh Seiden help you focus on the product experience rather than deliverables. You'll learn tactics for integrating user experience design, product discovery, agile

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UX Designing product methods, and product management. And you'll discover how to drive your design in short, iterative cycles to assess what works best for businesses and users. Lean UX guides you through this change--for the better. Facilitate the Lean UX process with your team with the Lean UX Canvas Ensure every project starts with

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clear customer-centric
success criteria
Understand the role of
designer on a agile team
Write and contribute
design and experiment
stories to the backlog
Ensure that design work
takes place in every
sprint Build product
discovery into your
team's "velocity"

The End of Assembly

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We're in the midst of a revolution. Quantum leaps in technology are enabling organizations to observe and measure people's behavior in real time, communicate internally at extraordinary speed, and innovate continuously. These new, software-driven technologies are transforming the way

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Ux Designing Great Products With Agile Teams

companies interact with their customers, employees, and other stakeholders. This is no mere tech issue. The transformation requires a complete rethinking of the way we organize and manage work. And, as software becomes ever more integrated into every product and service, making this big shift is quickly

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becoming the key operational challenge for businesses of all kinds. We need a management model that doesn't merely account for, but actually embraces, continuous change. Yet the truth is, most organizations continue to rely on outmoded, industrial-era operational models. They structure their

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teams, manage their people, and evolve their organizational cultures the way they always have. Now, organizations are emerging, and thriving, based on their capacity to sense and respond instantly to customer and employee behaviors. In *Sense and Respond*, Jeff Gothelf and Josh Seiden, leading

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tech experts and founders of the global Lean UX movement, vividly show how these companies operate, highlighting the new mindset and skills needed to lead and manage them—and to continuously innovate within them. In illuminating and instructive business examples, you'll see

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organizations with
distinctively new
operating principles:
shifting from managing
outputs to what the
authors call “outcome-
focused management”;
forming self-guided
teams that can read and
react to a fast-changing
environment; creating a
learning-all-the-time
culture that can
understand and respond

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to new customer behaviors and the data they generate; and finally, developing in everyone at the company the new universal skills of customer listening, assessment, and response. This engaging and practical book provides the crucial new operational and management model to

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help you and your organization win in a world of continuous change.

As companies evolve to adopt, integrate, and leverage software as the defining element of their success in the 21st century, a rash of processes and methodologies are vying for their product teams'

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attention. In the worst of cases, each discipline on these teams -- product management, design, and software engineering -- learns a different model. This short, tactical book reconciles the perceived differences in Lean Startup, Design Thinking, and Agile software development by focusing not on

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UX Designing Great Products With Agile Teams rituals and practices but on the values that underpin all three methods. Written by Jeff Gothelf, the co-author of the award-winning Lean UX and Sense & Respond, the tactics in this book draw on Jeff's years of practice as a team leader and coach in companies ranging from small high-growth startups to large

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enterprises. Whether you're a product manager, software engineer, designer, or team leader, you'll find practical tools in this book immediately applicable to your team's daily methods.

Delta CX is a refreshing model bringing CX and

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UX Designing in task and
in name with the key
goal of improving the
products, services, and
experiences (PSE) that
we offer our potential
and current customers.
Rather than following
trends or drinking the
snake oil, Delta CX
presents a time-tested,
thorough approach that
helps you establish
values, vision,

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strategies, and goals.

Great PSE require the right teams and strategies in place to proactively predict and mitigate the risk of delivering wrong or flawed PSE. Adopting Delta CX means we all finally speak the same language, from tasks and deliverables to job titles and required skills to where CX fits into

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Agile organizations to
processes and teams.
Great Products
With Agile
Teams
Calculate the ROI of
investing more time and
resources into building
the right PSE the first
time. Save time, money,
and sanity. Replace
guessing and
assumptions with Lean
customer research that is
planned, conducted, and
interpreted by experts.
Learn why quality

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should be our #1
priority, and how to
rededicate our
organization to our
external and internal
customers. Target
audiences: Managers,
workers, practitioners,
freelancers, consultants,
contractors, execs,
stakeholders, and
everybody else working
in CX, UX, Marketing,
Product Management,

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Engineering, Project Management, Business Analysts (BAs), Data Scientists, Writers, Visual Designers, Information Architects, Interaction Designers, Product Designers, and Researchers. The long and problem-focused version: In an era of faster, faster, faster, our workplaces are sacrificing quality,

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collaboration, culture,
and the customer
experience to "just ship
it." Business goals don't
seem to align with
customers' needs.

Customers constantly
raise their standards and
expectations, and they
notice when companies
are out of touch or get it
wrong. Competitors,
investors, shareholders,
the press, bloggers,

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social media, and Wall Street also notice.

Brands are being surprised when their products, services, and experiences (PSE) are disliked or rejected by customers, or go viral for the wrong reasons. Companies claim they are customer-focused, user-centric, and designing for the needs of real customers.

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Initiatives to increase the ability to build the right PSE should have meant hiring more CX and UX talent.

However, with UX still misunderstood, circumvented, overruled, and excluded at many companies, workplaces that didn't know how to assess CX and UX talent hired anybody who put "UX"

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on their resume. Poor hiring choices lead to silos and "bad design." Rather than wondering if "UX" workers were unqualified, leadership blamed UX and User-Centered Design (UCD): They must be bloated, outdated, not Lean, not Agile things we don't really need. We started imagining that "everybody can be a

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designer." Get people sketching in design sprints, and solve our company's biggest challenges. We called for democratization and decentralization of UX and design because perhaps taking some power away from these "high-ego UX people" we hired will fix this. Suddenly, everybody was a design thinker

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doing design thinking,
yet few people can
agree on what design
thinking is. Everybody
became quietly
desperate. UX
practitioners wanted to
evangelize, and invited
teammates to UX
evangelism
presentations, which
often backfired.

Companies of all sizes
and ages, including

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Fortune 500s, tried methodologies designed for startups. Startups fail roughly 95% of the time. It's so rare that they innovate or build something the public actually wants. Why would we want to emulate a segment with such a high failure rate? We're lost. We need another business transformation, a return

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to prioritizing the quality of what we ideate, architect, design, test, build, and unleash on the public. (Return to the top for the short and happy version.)

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to

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UX Designing that
customers love.

Whether you work at a
startup or a large,
established company,
we all know that
building great products
is hard. Most new
products fail. This book
helps improve your
chances of building
successful products
through clear, step-by-
step guidance and

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advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into

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challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a

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repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to:

- Determine your target customers
- Identify underserved customer needs
- Create a winning product strategy
- Decide on your Minimum Viable Product (MVP)
- Design your MVP prototype

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Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on

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consultant, he refined
and applied the advice
in this book as he helped
many companies

improve their product
process and build great
products. His clients
include Facebook, Box,
Hightail, Epocrates, and
Medallia. Entrepreneurs,
executives, product
managers, designers,
developers, marketers,
analysts and anyone

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who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

The expert guide to building Ruby on Rails applications Ruby on Rails strips complexity from the development process, enabling professional developers

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to focus on what matters most: delivering business value. Now, for the first time, there's a comprehensive, authoritative guide to building production-quality software with Rails. Pioneering Rails developer Obie Fernandez and a team of experts illuminate the entire Rails API, along with the Ruby idioms,

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design approaches, libraries, and plug-ins that make Rails so valuable. Drawing on their unsurpassed experience, they address the real challenges development teams face, showing how to use Rails' tools and best practices to maximize productivity and build polished applications users will enjoy. Using

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detailed code examples,
Obie systematically
covers Rails' key
capabilities and

subsystems. He presents
advanced programming
techniques, introduces
open source libraries
that facilitate easy Rails
adoption, and offers
important insights into
testing and production
deployment. Dive deep
into the Rails codebase

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together, discovering
why Rails behaves as it
does— and how to make
it behave the way you
want it to. This book
will help you Increase
your productivity as a
web developer Realize
the overall joy of
programming with Ruby
on Rails Learn what's
new in Rails 2.0 Drive
design and protect long-
term maintainability

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with TestUnit and
RSpec Understand and
manage complex
program flow in Rails
controllers Leverage
Rails' support for
designing REST-
compliant APIs Master
sophisticated Rails
routing concepts and
techniques Examine and
troubleshoot Rails
routing Make the most
of ActiveRecord object-

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relational mapping
Utilize Ajax within your
Rails applications
Incorporate logins and
authentication into your
application Extend Rails
with the best third-party
plug-ins and write your
own Integrate email
services into your
applications with
ActionMailer Choose
the right Rails
production

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