

Market Research Report On Feminine Hygiene Products Sanitary Napkins Pads In India Oppor

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A reproduction of the classic text, unavailable now for more than a decade, with a new introduction by the author. The Hite Report, first published in 1976, was a sexual revolution in six hundred pages. To answer sensitive questions dealing with the most intimate details of women's sexuality, Hite's innovation was simple: she asked women, a lot of them, everything--and published the results. One hundred thousand women, ages fourteen to seventy-eight, were asked what they do and don't like about sex; how orgasm really feels, with and without intercourse; how it feels not to have an orgasm during sex; the importance of clitoral stimulation and masturbation; and to name the greatest pleasures and frustrations of their sexual lives, among many other questions. The Hite Report declares that orgasm is easy and strong for women, given the right stimulation; that most women have orgasm most easily during masturbation or clitoral stimulation by hand; that sex as we define it is a cultural institution, not a biological one; and that attitudes must change to include the stimulation women desire.

Marketing Research outlines the key principles and skills involved at each step of the marketing research process, providing readers with targeted, practical solutions to a range of issues and equipping them with the tools they need to overcome the common pitfalls of designing research projects. The chapters are arranged into core sections which progress systematically through the marketing research process, starting with designing and setting up research, to undertaking qualitative and quantitative research, and finally, summarizing and reporting research. To aid students in their research project, each chapter features a collection of learning features, such as: Case studies and international real-world examples Ethics boxes – Highlighting ethical implications in research projects Advanced boxes – Signaling more challenging topics students can return to after they have mastered the basics Activity boxes – Encouraging students to understand how what they have learned applies to their own experiences The book is complemented by a range of online resources, including PowerPoint slides, multiple choice questions, free online exercise links, and discussion guides for Case Study & Additional Reading sections. Suitable reading for students who are undertaking a marketing research project.

Following the pattern of his acclaimed Profiles of Genius, Gene N. Landrum discusses the elements that give these extraordinary women the edge over their competition. Among the factors Landrum addresses are psychosexual desire, the tendency to take abnormal risks, a visionary perspective, a dream-like but unshakable belief system, an intuitive operating style, and boundless energy. To define what genetic, imprinted, and conditioned elements contribute to this creative process, Landrum writes about the significance of birth order, personality, risk-taking propensity, educational background, inner drives, mentors, and need to achieve, the willingness to sacrifice, cultural influences, and life crises, in an effort to show what makes these women tick. Among the success stories profiled are cosmetic executives Mary Kay Ash, Liz Claiborne, Estee Lauder, and Warnaco CEO Linda Wachner; opera singer Maria Callas; actress Jane Fonda; entertainer Madonna; gift catalog founder Lillian Vernon; politicians Golda Meir and Margaret Thatcher; activists Ayn Rand and Gloria Steinem; and talk show host Oprah Winfrey. . . . the well-researched biographies contain many details of interest to readers of both sexes. -Baton Rouge Magazine. . . enjoyable to read. Recommended for public and large academic libraries and popular culture collections. -Library Journal A valuable source . . . -School Library Journal In Women Want More, Michael Silverstein and Kate Sayre, two of the world's leading authorities on the retail business, argue that women are the key to fixing the economy. Based on a groundbreaking study and offering tremendous insight into the purchasing habits and power of women, Women Want More doesn't just offer a glimpse into consumer behavior; it reveals what consumer behavior says about human psychology and desire.

Gender After Gender in Consumer Culture provides an updated discussion of how gender cuts across consumer culture, in light of increasing gender fragmentation and integration with other identity positions. Sex, the biological distinction male/female, and gender, which refers to a person's sense of being male, female, or any other combinations of these, inform issues as varied as personal identity, social interactions, and market behaviours. First, contributions account for the increasing fluidity and/or fragmentation of gender positions, which reshape the interplay between consumers and marketers. Second, they provide a timely illustration of how consumption and markets concur in contrasting gender inequalities, taken both individually and jointly (e.g., at the intersection of ethnicity or positions of market marginalisation). Third, chapters question the role of gender in granting personal and societal well-being, as they reflect on the collective capacity of constantly undoing gender stereotypes. Focusing on gender, this book allows the reader to trace the links among cultural categories (e.g. masculinity, femininity, gender identity), social phenomena, and market (dis)functioning. The chapters in this book were originally published as a special issue in the journal Consumption Markets & Culture.

The research report titled Investment Opportunities In India: Sanitary Napkin Project (Reasons for Investment, Core Project Financials, Potential Buyers, Market Size & Analysis) released by Niir Project Consultancy Services aims at providing all the critical data required by any entrepreneur vying to venture into sanitary napkin segment in India. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product: • Good Present/Future Demand • Export-Import Market Potential • Raw Material & Manpower Availability • Project Costs and Payback Period We at NPCCS, through our reliable expertise in the project consultancy and market research field, have identified a project that satisfies all the above mentioned requirements and has high growth potential in the Indian markets. The identified project is 'Sanitary Napkins' and through this report we aim to help you make sound and informed business decision. The report contains all the data which will help him find answers to questions like: • Why I should invest in sanitary napkin project? • Who are the customers of the product? • What will drive the growth of the product? • What are the costs involved? • What will be the market potential? The report begins by providing a detailed overview of the product (Sanitary napkins) along with its classification and

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characteristics to help enhance the knowledge of the entrepreneur about the product. The report then identifies the target customer of sanitary napkins in India and provides forecasts of key consumer data. It further helps in making sound investment decision by listing and then elaborating on factors that will contribute to the growth of sanitary napkin consumption in India. It also includes graphical representation and forecasts of key data discussed in the above mentioned segment. Additionally, report talks about the foreign trade of sanitary napkins in India along with the list of top importing and top exporting countries. The report highlights the growth potential of the sector by presenting past market size data coupled with forecasts of the same till 2017. Details of key players in the segment along with recent developments in the sector are listed in the report which form an important part of the business decision. The report then turns the limelight to areas like current legislation in the sector and taxation which are of prime importance to any business venture. The industry is blessed with high government support and recent reduction in the taxes. In the next segment, the report provides project financials of a model project with specified plant capacity. It enumerates project information like raw materials required for manufacturing sanitary napkins, manufacturing process, list of machinery and basic project financials. Project financials like plant capacity, costs involved in setting up of project, working capital requirements, projected revenue and profit are listed in the report. Sanitary napkin industry has huge business potential in India mainly on account of appallingly low penetration levels and high government support to the sector. Reasons for buying the report: • This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, demand of the product and reasons for investing in the product • This report provides vital information on the product like its definition, characteristics and segmentation • This report helps you market and place the product correctly by identifying the target customer group of the product • This report helps you understand the viability of the project by disclosing details like raw materials required, manufacturing process, project costs and snapshot of other project financials • The report provides a glimpse of important government policies, legislation and taxes applicable on the product • The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions Our Approach: • Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years. • The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players • We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

What was the relation between gender and nation when the waiting woman was displaced by the mobile woman and homes were flattened by bombs? What happened to notions of femininity, sexual difference and class as women moved into the workplace and donned dungarees, military uniforms and utility clothing?

This book is an easily accessible and comprehensive guide which helps make sound statistical decisions, perform analyses, and interpret the results quickly using Stata. It includes advanced coverage of ANOVA, factor, and cluster analyses in Stata, as well as essential regression and descriptive statistics. It is aimed at those wishing to know more about the process, data management, and most commonly used methods in market research using Stata. The book offers readers an overview of the entire market research process from asking market research questions to collecting and analyzing data by means of quantitative methods. It is engaging, hands-on, and includes many practical examples, tips, and suggestions that help readers apply and interpret quantitative methods, such as regression, factor, and cluster analysis. These methods help researchers provide companies with useful insights.

This book explores the lifecycle of digital games. Drawing upon a broad range of media studies perspectives with aspects of sociology, social theory and economics, Aphra Kerr explores this all-pervasive, but under-theorised, aspect of our media environment. Written as an introductory text for media and game students this book aims present an overview of industry and scholarly work on who makes games, where they get made, what kind of media and cultural form they are and who plays them and where. The Business and Culture of Digital Games looks at: - games as a new media form; - the design, development and marketing of games; - the use of games in public and private spaces. Combining a theoretical and empirical analysis of the production, content and consumption of computer games, this book will be of interest to many students of media, culture and communication.

This is the first book to document the history of cigarette advertising on college and university campuses. From the 1920s to the 1960s, such advertisers had a strong financial grip on student media and thus a degree of financial power over colleges and universities across the nation. The tobacco industry's strength was so great many doubted whether student newspapers and other campus media could survive without them. When the Tobacco Institute, the organization that governed the industry, decided to pull their advertising in June of 1963 nearly 2,000 student publications needed to recover up to 50 percent of their newly lost revenue. Although student newspapers are the main focus of this book, tobacco's presence on campus permeated more than just the student paper. Cigarette brands were promoted at football games, on campus radio and through campus representatives, and promotional items were placed on campus in locations such as university stores and the student union.

Rhetoric about efficient markets is ubiquitous. The many products and businesses that have failed over the past centuries, however, tell a different story. Markets are inherently insecure, and they are made by individuals, businesses, and governments trying to understand and influence them, whether relying on practical experience, theoretical models, or new technologies. This activity is commonly called marketing and this book tells the fascinating history of modern marketing in the United States, Europe, and India.

Literature cited in AGRICOLA, Dissertations abstracts international, ERIC, ABI/INFORM, MEDLARS, NTIS, Psychological abstracts, and Sociological abstracts. Selection focuses on education, legal aspects, career aspects, sex differences, lifestyle, and health. Common format (bibliographical information, descriptors, and abstracts) and ERIC subject terms used throughout.

Contains order information. Subject, author indexes.

Journalists often claim that they write the first draft of history, but few historians examine the press in detail when preparing later drafts. This book demonstrates the value of popular newspapers as a historical source by using them to explore the attitudes and identities of inter-war Britain, and in particular the reshaping of femininity and masculinity. It provides a fresh insight into a period of great significance in the making of twentieth century gender identities, when women and men were coming to terms with the upheavals of the Great War, the arrival of democracy, and rapid social change. The book also deepens our understanding of the development of the modern media by showing how newspaper editors, in the fierce competition for readers, developed a template for the popular press that is still influential today.

Today, there are over 200,000,000 women business owners around the world. Many of these entrepreneurs are not doing business as usual, nor are they simply leaning in. Rather, they are tapping into feminine capital—the unique skills and sensibilities that they have cultivated as women—to create enviable successes. Drawing on four decades of award-winning research, *Feminine Capital* reveals how women are harnessing different approaches to doing business. Barbara Orser and Catherine Elliott detail the pillars of feminine capital and offer new insight into the ways that gender can influence entrepreneurial decision-making. They find that leveraging feminine capital can help women to create distinctive brands, build new markets, and drive profits—all while leveling the playing field in business. In doing so, women are changing our social and economic landscape, one venture at a time.

Dispelling myths and misperceptions that can undermine women-owned ventures, this book takes a fresh look at how female entrepreneurs can leverage their skills, knowledge, and values. Case studies of women entrepreneurs bring key concepts and

lessons to life, while learning aids, diagnostic tools, and checklists help readers to construct innovative business models, refine start-up plans, and hone growth strategies.

This volume includes the full proceedings from the 1995 Academy of Marketing Science (AMS) Annual Conference held in Orlando, Florida. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behavior, advertising, branding, international marketing, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, *Journal of the Academy of Marketing Science (JAMS)* and *AMS Review*. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

This cutting edge, innovative volume offers the best of current scholarship on feminist perspectives in marketing. Through many exciting and often controversial discussions, it highlights and challenges assumptions about women and gender in marketing theory and practice from both historical and current contexts. Key issues and debates include: * the dark side of female consumption * women and marketing in Socialist economies * women and advertising * ecofeminism and marketing * gender, marketing and cultural diversity * marketing, sex and sexuality. Written by internationally recognised experts in marketing and feminism, this book makes a unique contribution to marketing scholarship.

An analysis of how since the end of the 19th-century advertising agencies and their housework product clients utilized a remarkably consistent depiction of housewives and housework, illustrating that although Second Wave feminism successfully called into question the housewife stereotype, homemaking has remained an American feminine ideal.

At no point in recorded history has there been an absence of intense, and heated, discussion about the subject of how to conduct relations between women and men. This Handbook provides a comprehensive guide to these omnipresent issues and debates, mapping the present and future of thinking about feminist theory. The chapters gathered here present the state of the art in scholarship in the field, covering: Epistemology and marginality Literary, visual and cultural representations Sexuality Macro and microeconomics of gender Conflict and peace. The most important consensus in this volume is that a central organizing tenet of feminism is its willingness to examine the ways in which gender and relations between women and men have been (and are) organized. The authors bring a shared commitment to the critical appraisal of gender relations, as well as a recognition that to think 'theoretically' is not to detach concerns from lived experience but to extend the possibilities of understanding. With this focus on theory and theorizing about the world in which we live, this Handbook asks us, across all disciplines and situations, to abandon our taken-for-granted assumptions about the world and interrogate both the origin and the implications of our ideas about gender relations and feminism. It is an essential reference work for advanced students and academics not only of feminist theory, but of gender and sexuality across the humanities and social sciences.

An eye-opening exploration of blood, the lifegiving substance with the power of taboo, the value of diamonds and the promise of breakthrough science Blood carries life, yet the sight of it makes people faint. It is a waste product and a commodity pricier than oil. It can save lives and transmit deadly infections. Each one of us has roughly nine pints of it, yet many don't even know their own blood type. And for all its ubiquitousness, the few tablespoons of blood discharged by 800 million women are still regarded as taboo: menstruation is perhaps the single most demonized biological event. Rose George, author of *The Big Necessity*, is renowned for her intrepid work on topics that are invisible but vitally important. In *Nine Pints*, she takes us from ancient practices of bloodletting to the breakthrough of the "liquid biopsy," which promises to diagnose cancer and other diseases with a simple blood test. She introduces Janet Vaughan, who set up the world's first system of mass blood donation during the Blitz, and Arunachalam Muruganatham, known as "Menstrual Man" for his work on sanitary pads for developing countries. She probes the lucrative business of plasma transfusions, in which the US is known as the "OPEC of plasma." And she looks to the future, as researchers seek to bring synthetic blood to a hospital near you. Spanning science and politics, stories and global epidemics, *Nine Pints* reveals our life's blood in an entirely new light.

'Postmodernism' and 'feminism' have become familiar terms since the 1960s, developing alongside one another and clearly sharing many strong points of contact. Why then have the critical debates arising out of these movements had so little to say about each other? Patricia Waugh addresses the relationship between feminist and postmodernist writing and theory through the insights of psychoanalysis and in the context of the development of modern fiction in Britain and America. She attempts to uncover the reasons why women writers have been excluded from the considerations of postmodern art. Her route takes her through the theorization of self offered by Freud and Lacan and on to the concept of subjectivity articulated by Kleinian and later object-relations psychoanalysts. She argues that much women's writing has been inappropriately placed and interpreted within a predominantly formalist-orientated aesthetic and a post-Freudian/liberal, individualist conceptualization of subjectivity and artistic expression. This tendency has been intensified in discussions of postmodernism, and a new feminist aesthetic is thus badly needed. In the second part of the book Patricia Waugh analyses the work of six 'traditional' and six 'experimental' writers, challenging the restrictive definitions of 'realist', 'modernist', 'postmodernist' in the light of the theoretical position developed in part one. Authors covered include: Woolf (viewed as a postmodernist 'precursor' rather than a 'high' modernist), Drabble, Tyler, Plath, Brookner, Paley, Lessing, Weldon, Atwood, Walker, Spark, Russ, and Piercy.

Offers updated references, a new section on the Internet, and information on plagiarism. Covers the entire writing process: preparation, selecting topics, collecting information, interpreting results, and final presentation.

Political Marketing in the United States explores how politicians and parties utilize marketing concepts and tools, providing an up-to-date and broad overview of how marketing permeates U.S. politics. The volume focuses on current and recent elections and leaders, and covers a range of topics, including market research, marketing parties and volunteers, strategy and branding, communications, delivery, and marketing in government. The main themes and objectives of the book are to cover: New and emerging trends in political marketing practice Analysis of a broad range of political marketing aspects Empirical examples as well as useful theoretical frameworks Discussion of state/local level as well as presidential politics This is the first comprehensive treatment of the subject available and captures the field as it is rapidly growing. It is a must-read for students and scholars of political parties, political communication, applied politics, and elections.

Korinek shows that rather than promoting domestic perfection, Chatelaine did not cling to the stereotypes of the era, but instead forged ahead, providing women with a variety of images, ideas, and critiques of women's role in society.

Recognizing the different needs & desires of women & acknowledging the multiplicity of feminist approaches, this work offers a debate on existing & emergent technologies that share the goal of improving women's lives.

This volume includes the full proceedings from the 1982 Academy of Marketing Science (AMS) Annual Conference held in Las Vegas, Nevada. It provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour, marketing management, marketing education, industrial marketing, and international marketing,

among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Postmodernism and Popular Culture brings together eleven recent essays by Angela McRobbie in a collection which deals with the issues which have dominated cultural studies over the last ten years. A key theme is the notion of postmodernity as a space for social change and political potential. McRobbie explores everyday life as a site of immense social and psychic complexity to which she argues that cultural studies scholars must return through ethnic and empirical work; the sound of living voices and spoken language. She also argues for feminists working in the field to continue to question the place and meaning of feminist theory in a postmodern society. In addition, she examines the new youth cultures as images of social change and signs of profound social transformation. Bringing together complex ideas about cultural studies today in a lively and accessible format, Angela McRobbie's new collection will be of immense value to all teachers and students of the subject.

Masculinity and Femininity is the first in-depth discussion of the masculinity dimension, and how it can help us to understand differences amongst cultures. Geert Hofstede begins with a general explanation of the masculinity dimension, and discusses how it illuminates broad features of different cultures. Parts Two, Three and Four apply the dimension more specifically to gender (and gender identity), sexuality (and sexual behaviour), and religion, probably the most influential variable of all. The book closes with a synthesizing statement about cultural values as they are linked to sexuality, gender and religion.

The Market Research Report on FEMININE HYGIENE PRODUCTS (Sanitary Napkins & Pads) in India- Opportunities, Demand Analysis, Market Share, Industry Size, Sector Outlook & Forecasts Upto 2017 released by Niir Project Consultancy Services, provides a comprehensive analysis on the sanitary napkin industry in India. The report provides sector analysis along with the technical textile sector segmentation and sanitary pad industry classification. The report aims at establishing a detailed study on the current and future prospects of sanitary napkins in India. It entails details like opportunities and challenges faced by the sector, a meticulous demand analysis of the product along with its foreign trade, market sizing, comparative analysis of key players, outlook and forecasts of important numbers for the next 5 years. The industry is dominated by MNC's like P&G Hygiene and Healthcare Ltd (PGHHL) and Johnson & Johnson Ltd leaving very little scope for the other players to operate. It also provides profiles of the above mentioned players along with Kimberly Clark Lever Ltd, a JV between Kimberly Clark Corporation and Hindustan Unilever Ltd. The report provides analysis of the opportunities that are present for the sanitary pads/feminine hygiene sector in India along with the challenges faced by the segment. Rising awareness among Indian women about menstrual hygiene is the biggest opportunity for the sector to reckon. As women literacy rates in India rises, the awareness and importance of feminine hygiene products is bound to rise. The report gives graphical representation of all the relevant data in opportunities for the sector. Growing share of women population in Indian population distribution coupled with rising urbanization and disposable incomes with population are anticipated to drive the growth of sanitary napkins in India. The challenges identified by the report are issue of sanitary waste disposal and feminine hygiene still being a taboo in the nation. The next segment of the report includes exhaustive study on the market potential of sanitary napkins in India. The segment aims at providing market size of the sector along with forecasts, sensitivity analysis of sanitary napkin consumption by Indian women at various penetration levels and enumeration of new players entering the industry attracted by its high growth rates. It also elucidates import export numbers of sanitary napkins for the past 5 years. Further the report elaborates on key player data like key player profiles, Herfindahl-Hirschman Index (market share of players) and comparative analysis of two lead players in the industry- PGHHL and Johnson & Johnson Ltd. It compares the two companies' performance in the feminine hygiene segment and provides details like sanitary napkin brands owned by the companies, segment volume trend, segment sales and sales contribution over 2009-13. Also, the data mentioned above is graphically presented to enhance the understanding of comparative analysis of the two companies. The report further gives a peer group analysis of all the players operating in the sanitary napkin segment. It covers contact information like address of registered office and director's name, key financials like plant location, raw material consumption and financial comparison covering balance sheet, profit & loss account and financial ratios. The industry, as we anticipate, has all the triggers in place to experience explosive growth. It has already been growing at the rate of ~21% in the past and we estimate it to grow at 25% in the near future. The growth in the sanitary napkin consumption will be harnessed by factors like growing awareness among Indian women about feminine hygiene, availability of low cost sanitary napkins in the market as well as rising women population in our country. Escalating disposable incomes will also make sanitary napkins more affordable and will contribute in augmenting its usage. We anticipate the industry to grow to INR 45.9 billion by 2017. Reasons for Buying this Report: • This research report helps you get a detail picture of the industry by providing overview of the industry along with the market structure, classification and opportunities for the sector • This report helps to understand the present status of the industry by providing a scrutiny of the demand situation with forecasts • Report provides analysis and in-depth financial comparison of major players/competitors • The report provides in-depth analysis of the two major players of the segment- PGHHL and Johnson & Johnson Ltd, which will help highlight the performance of the companies in the feminine hygiene segment • The report provides forecasts of key parameters which helps to

anticipate the industry performance Our Approach: • Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years. • The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players • We use reliable sources of information and databases. And information from such sources is processed by us and included in the report

The first book to explore menstruation in the current cultural and political landscape and to investigate the new wave of period activism taking the world by storm. After centuries of being shrouded in taboo and superstition, periods have gone mainstream. Seemingly overnight, a new, high-profile movement has emerged—one dedicated to bold activism, creative product innovation, and smart policy advocacy—to address the centrality of menstruation in relation to core issues of gender equality and equity. In *Periods Gone Public*, Jennifer Weiss-Wolf—the woman *Bustle* dubbed one of the nation's “badass menstrual activists”—explores why periods have become a prominent political cause. From eliminating the tampon tax, to enacting new laws ensuring access to affordable, safe products, menstruation is no longer something to whisper about. Weiss-Wolf shares her firsthand account in the fight for “period equity” and introduces readers to the leaders, pioneers, and everyday people who are making change happen. From societal attitudes of periods throughout history—in the United States and around the world—to grassroots activism and product innovation, Weiss-Wolf challenges readers to face stigma head-on and elevate an agenda that recognizes both the power—and the absolute normalcy—of menstruation.

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