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*Surprising rules for successful monetization
Innovation is the most important driver of
growth. Today, more than ever, companies
need to innovate to survive. But successful*

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innovation—measured in dollars and cents—is a very hard target to hit.

Companies obsess over being creative and innovative and spend significant time and expense in designing and building products, yet struggle to monetize them: 72% of innovations fail to meet their financial targets—or fail entirely. Many companies

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have come to accept that a high failure rate, and the billions of dollars lost annually, is just the cost of doing business. Monetizing Innovations argues that this is tragic, wasteful, and wrong. Radically improving the odds that your innovation will succeed is just a matter of removing the guesswork. That happens when you put customer

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demand and willingness to pay in the driver seat—when you design the product around the price. It's a new paradigm, and that opens the door to true game change: You can stop hoping to monetize, and start knowing that you will. The authors at Simon Kucher know what they're talking about. As the world's premier pricing and

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monetization consulting services company, with 800 professionals in 30 cities around the globe, they have helped clients ranging from massive pharmaceuticals to fast-growing startups find success. In Monetizing Innovation, they distil the lessons of thirty years and over 10,000 projects into a practical, nine-step approach. Whether you

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are a CEO, executive leadership, or part of the team responsible for innovation and new product development, this book is for you, with special sections and checklist-driven summaries to make monetizing innovation part of your company's DNA. Illustrative case studies show how some of the world's best innovative companies like LinkedIn,

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Uber, Porsche, Optimizely, Draeger, Swarovski and big pharmaceutical companies have used principles outlined in this book. A direct challenge to the status quo “spray and pray” style of innovation, Monetizing Innovation presents a practical approach that can be adopted by any organization, in any industry. Most

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*monetizing innovation failure point home.
Now more than ever, companies must
rethink the practices that have lost countless
billions of dollars. Monetizing Innovation
presents a new way forward, and a clear
promise: Go from hope to certainty.
Learn how to build advanced reports and
dashboards in Salesforce Lightning*

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experience About This Book Visualize and create advanced reports and dashboards using Lightning Experience Improve overall business efficiency with advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is targeted at Salesforce.com

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administrators, business analysts, and managers who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn

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Navigate in Salesforce.com within the Lightning Experience user interface Secure and share your reports and dashboards with other users Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with

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*multiple formats and custom report types
Explore various dashboard features in
Lightning Experience Use Salesforce1,
including accessing reports and dashboards
In Detail Built on the Salesforce App Cloud,
the new Lightning Experience combines the
new Lightning Design System, Lightning
App Builder, and Lightning Components to*

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enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access reports in depth. Then you will learn how to create and manage reports, to use Schedule Report, and create advanced report configurations. The

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next section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and

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collaboration. Finally, we will discuss how to access dashboards and reports from the Salesforce1 mobile app. Style and approach
This comprehensive guide covers the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why

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to use them.

Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations

Key Features • Learn common integration, data migration, and security

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patterns for designing scalable and reliable solutions on the Salesforce Lightning platform • Build an end-to-end delivery framework pipeline for delivering successful projects within specified timelines • Gain access to an exclusive book club of skilled Salesforce professionals, to discuss ideas, best practices, and share experiences

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*of designing modern solutions using
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Certified Technical Architect (CTA) is the
ultimate certification to validate your
knowledge and skills when it comes to
designing and building high-performance
technical solutions on the Salesforce
platform. The CTA certificate is granted*

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after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. Using

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real-world examples, you'll explore essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to

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identify requirements, create a draft solution, and combine all the elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and

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strategies in your day-to-day work. What you will learn • Explore data lifecycle management and apply it effectively in the Salesforce ecosystem • Design appropriate enterprise integration interfaces to build your connected solution • Understand the essential concepts of identity and access management • Develop scalable Salesforce

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data and system architecture • Design the project environment and release strategy for your solution • Articulate the benefits, limitations, and design considerations relating to your solution • Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam Who this book is for This book is for Salesforce

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architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise

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architect, or solution architect. Table of Contents • Starting Your Journey as a CTA • Core Architectural Concepts - Data • Core Architectural Concepts - Integration and Cryptography • Core Architectural Concepts - Identity and Access Management • Developing a Scalable System Architecture • Formulating a Secure Architecture in

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*Salesforce • Designing a Scalable
Salesforce Data Architecture • Creating a
Lean Solution Architecture • Forging an
Integrated Solution • Development Life
Cycle and Deployment Planning •
Communicating and Socialising Your
Solution • Practice the Review Board - First
Mock (N.B. Please use the Look Inside*

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option to see further chapters)

Salesforce HandbookLulu.com

The AMPscript Guide

Getting the Customer to Yes: How Problem-Centric Selling Increases Sales by Changing Everything You Know About Relationships, Overcoming Objections, Closing and Price
Salesforce Handbook

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Becoming a Salesforce Certified Technical Architect

Nos biais inconscients: Corriger ses biais, cultiver ses relations et créer des équipes plus performantes

The Five Most Important Questions You Will Ever Ask About Your Organization
PC Magazine

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Évitez les biais cognitifs et améliorez vos performances au travail Le biais cognitif est un mécanisme de pensée affectant tout individu. Cela se traduit par une altération du jugement, affectant ainsi nos prises de décision. Au niveau professionnel, celles-ci peuvent entraîner de graves

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conséquences, aussi bien sur le plan humain que stratégique. Prenez les bonnes décisions. Avec plus de 30 techniques et outils vous permettant d'identifier les biais cognitifs et d'éviter les distorsions, vous apprendrez à prendre des décisions stratégiques justes et non basées sur

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le jugement et l'intuition. Devenez un manager performant. Ce guide changera votre façon de manager et vous livrera de précieux conseils en ressources humaines pour recruter les bonnes personnes, inspirer vos collaborateurs, et développer vos compétences managériales. Grâce

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aux conseils d'experts, faciles à mettre en place, devenez un leader inspirant! Dans ce livre, apprenez à:

- Identifier les biais cognitifs et comprendre la neuroscience •
- Cultiver votre curiosité et votre empathie •
- Développer le potentiel de vos collaborateurs •
- Augmenter la

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performance de vos équipes et obtenir des résultats concrets Si vous êtes à la recherche d'un livre sur le management et la stratégie d'entreprise tels que Vous allez commettre une terrible erreur! ou Dream Team et que vous vous intéressez à la neuroscience, alors

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successful, scalable, profitable
startups. The National Science
Foundation pays hundreds of startup

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teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to

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work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams,

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plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model

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Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S

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Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Migrate your data to Salesforce and build low-maintenance and high-

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performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all Information related to a customer—the coveted

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Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to

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migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with

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Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-

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maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those

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projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce

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Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This

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Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring

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Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges

Perform fast interactive analytics against different data sources using the Trino high-performance

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distributed SQL query engine. With this practical guide, you'll learn how to conduct analytics on data where it lives, whether it's Hive, Cassandra, a relational database, or a proprietary data store. Analysts, software engineers, and production engineers will learn how to manage, use, and

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even develop with Trino. Initially developed by Facebook, open source Trino is now used by Netflix, Airbnb, LinkedIn, Twitter, Uber, and many other companies. Matt Fuller, Manfred Moser, and Martin Traverso show you how a single Trino query can combine data from multiple

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sources to allow for analytics across your entire organization. Get started: Explore Trino's use cases and learn about tools that will help you connect to Trino and query data Go deeper: Learn Trino's internal workings, including how to connect to and query data sources with support for

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SQL statements, operators, functions, and more Put Trino in production: Secure Trino, monitor workloads, tune queries, and connect more applications; learn how other organizations apply Trino Behind the Cloud
Trino: The Definitive Guide

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A User's Guide

Le Guide du dirigeant

How to Create World-Class Agility,

Reliability, and Security in

Technology Organizations

Capitalist Nigger

The Power of Business as the

Greatest Platform for Change

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Historically, grief and spirituality have been jealously guarded as uniquely human experiences. Although non-human animal grief has been acknowledged in

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***recent times, its potency
has not been recognised as
equal to human grief.***

***Anthropocentric
philosophical questions still
underpin both academic
and popular discussions. In***

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Enter the Animal, Teya Brooks Pribac examines what we do and don't know about grief and spirituality. She explores the growing body of knowledge about attachment and loss and

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how they shape the lives of both human and non-human animals. A valuable addition to the vibrant interdisciplinary conversation about animal subjectivity, Enter the

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Animal identifies conceptual and methodological approaches that have contributed to the prejudice against nonhuman animals. It offers a compelling

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theoretical base for the consideration of grief and spirituality across species and highlights important ethical implications for how humans treat other animals.

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Capitalist Nigger is an explosive and jarring indictment of the black race. The book asserts that the Negroid race, as naturally endowed as any other, is culpably a non-

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***productive race, a
consumer race that
depends on other
communities for its culture,
its language, its feeding
and its clothing. Despite
enormous natural***

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resources, blacks are economic slaves because they lack the 'devil-may-care' attitude and the 'killer instinct' of the Caucasian, as well as the spider web mentality of the Asian. A

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Capitalist Nigger must embody ruthlessness in pursuit of excellence in his drive towards achieving the goal of becoming an economic warrior. In putting forward the idea of

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the Capitalist Nigger, Chika Onyeani charts a road to success whereby black economic warriors employ the 'Spider Web Doctrine' - discipline, self-reliance, ruthlessness - to escape

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***from their victim mentality.
Born in Nigeria, Chika
Onyeani is a journalist,
editor and former diplomat.
Digital identity can be
defined as the digital
representation of the***

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information known about a specific individual or organization. Digital identity management technology is an essential function in customizing and enhancing the network user

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***experience, protecting
privacy, underpinning
accountability in
transactions and
interactions, and complying
with regulatory controls.
This practical resource***

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offers you a in-depth understanding of how to design, deploy and assess identity management solutions. It provides a comprehensive overview of current trends and future

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directions in identity management, including best practices, the standardization landscape, and the latest research finding. Additionally, you get a clear explanation of

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fundamental notions and techniques that cover the entire identity lifecycle. Build interactive dashboards using Salesforce Einstein analytics. Explore all of

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your data quickly and easily by providing AI-powered advanced analytics, right in Salesforce. You will manage datasets, query data with Salesforce Analytics Query Language (SAQL), and

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***customize dashboards.
Because Einstein Analytics
is new, the curve to learn
this technology can be
difficult. This book guides
you step-by-step in simple,
easy-to-understand terms to***

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***get data from the
Salesforce platform to the
Einstein Analytics platform
and also shows you how to
import external data (e.g.,
CSV files). Core chapters
focus on understanding***

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data sources, dataflow, dataset, and lens leading up to building dashboards from scratch. Advanced features such as data transformation using computeExpression and

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computeRelative as well as dataflow with a multi-value lookup are explored. What You Will Learn Use data from Salesforce and external sources Create a dataflow to build a flexible

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***datasetBuild dashboards
using Einstein Analytics
Explore and analyze data
using Einstein Analytics
Utilize SAQL and binding to
create advance dashboards
Who This Book Is For IT***

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users getting started with Einstein Analytics, Salesforce consultants starting new Einstein Analytics projects, and power users familiar with Salesforce reporting and

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***dashboards who want to get
up to speed on new
analytics features
Salesforce For Dummies
Salesforce Advanced
Administrator Certification
Guide***

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***The Step-By-Step Guide for
Building a Great Company
Le guide de la
transformation digitale
Enablement Mastery
Concepts, Technologies,
and Systems***

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Enter the Animal

Offers guidance for using marketing automation technology to define, schedule, segment, and track marketing campaigns, beginning with what marketing automation is and how to get started with the right solution.

Comment le numérique va disrupter

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votre industrie et votre entreprise ?
Comment les grandes entreprises
conduisent leur transformation ?
Comment organiser et piloter la
transformation digitale de votre
organisation ? Comment limiter les
risques et adopter les bonnes
pratiques pour réussir ? Face à la

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disruption causée par le numérique, la transformation digitale est devenue un sujet majeur de préoccupation et un enjeu stratégique pour toutes les organisations quelle que soit leur taille : business, marketing, ressources humaines, processus de production, système d'informations, datas... C'est

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pour répondre à ce défi que Vincent Ducrey et Emmanuel Vivier ont écrit Le Guide de la transformation digitale. Après plus de dix-huit ans à accompagner les grandes entreprises et organisations dans le numérique, ils présentent une méthode pédagogique et solide en six chantiers et cinq

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é tapes pour penser et r é ussir la transformation digitale de votre organisation. Que vous soyez un dirigeant, un directeur marketing, un DRH, un DSI, un directeur digital, un manager ou un collaborateur qui veut comprendre et ma î triser les enjeux strat é giques à venir, cet ouvrage a é t é

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pens é pour vous. L'ouvrage de
r é f é r e n c e pour : 1. Comprendre les
causes de la disruption li é e au digital
(techno, start-ups, GAFA...) 2.
D é couvrir les 14 tendances
technologiques qui changent le monde
3. Ma î triser les 6 chantiers cl é s de la
transformation digitale : management,

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RH, technologie, data, marketing,
mesure de la performance 4. Définir et
établir une feuille de route en 5 étapes
pour votre transformation 5. Identifier
les grandes erreurs à éviter 6.
Couvrir les questions clés à vous
poser à chaque étape de votre
transformation 7. Comprendre les

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recettes du succès d'une vingtaine de
grands décideurs 8. Apprendre
concrètement ce qui se cache derrière
le jargon du digital 9. Rendre votre
structure et vos équipes plus agiles
10. Savoir mesurer la performance de
vos actions et campagnes Inclus 11. 4
grandes ruptures et 14 tendances

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technologiques qui changent le monde
12. 100 start-ups qui vont disrupter les
industries traditionnelles 13. 6
chantiers clés pour réussir votre
transformation digitale 14. 5 étapes
pour définir votre feuille de route 15.
30 questions à vous poser pour
appliquer ces conseils à votre

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organisation 16. 20 témoignages de
décideurs du digital et avis d'experts
17. 101 mots pour tout comprendre
18. 1 accès aux bonus (interviews,
schémas, bonnes pratiques) sur le site
du livre : [www.guidedelatransformation
digitale.com](http://www.guidedelatransformationdigitale.com) et www.hubinstitute.com
This book is designed to accompany

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the Introduction to Salesforce Analytics - Building Reports and Dashboards class offered by Stony Point. A person reading this book or a student in this class will to build reports and dashboards utilizing basic and advanced concepts . Although the book is designed as a supplement to

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the class, it contains valuable exercises that will be useful for someone wishing to learn on their own. This online, five hour class is delivered by a live instructor and is specifically designed to teach administrators, business analysts or report writers how to utilize the basic

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and advanced analytic capabilities of Salesforce. A student in this class or reading this workbook will learn the basic Salesforce object model, and how to create and secure reports and dashboards. The instructor will lead students through exercises to create tabular, summary, matrix and join

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reports. Students will learn advanced reporting functionality such as charting, report summary fields, bucket fields, conditional highlighting, advanced report filters and building custom report types. Finally, the student will learn how to create and run dashboards and schedule and

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email reports and dashboards. Each student will be given a practice learning environment to participate in hands-on exercises during the class. The student will be able to use that learning environment indefinitely after the class without any additional fee. Stony Point is a leading provider of

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information on the classes and services offered.

How did salesforce.com grow from a start up in a rented apartment into the world's fastest growing software company in less than a decade? For the first time, Marc Benioff, the visionary founder, chairman and CEO

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of salesforce.com, tells how he and his team created and used new business, technology, and philanthropic models tailored to this time of extraordinary change. Showing how salesforce.com not only survived the dotcom implosion of 2001, but went on to define itself as the leader of the cloud computing

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revolution and spark a \$46-billion dollar industry, Benioff's story will help business leaders and entrepreneurs stand out, innovate better, and grow faster in any economic climate. In *Behind the Cloud*, Benioff shares the strategies that have inspired employees, turned customers into

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evangelists, leveraged an ecosystem of partners, and allowed innovation to flourish.

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Enterprise Architecture

Marketing Automation For Dummies

Developing Data Migrations and

Integrations with Salesforce

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The Definitive Scripting Manual for
Salesforce Marketing Cloud
Salesforce Platform Governance
Method

Pages de vente, newsletters, sites
web, réseaux sociaux... 50 techniques
pour vendre en ligne

The Untold Story of How

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Salesforce.com Went from Idea to Billion-Dollar Company-and Revolutionized an Industry

AMPscript is a scripting language for Salesforce Marketing Cloud.

You can use it to create highly sophisticated, personalized content

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through an extensive set of functions. The language follows a simple syntax and semantics. With an understanding of the fundamentals, you can quickly gain proficiency in AMPscript - no prior experience in scripting languages is

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needed. This book extends the existing Salesforce documentation to provide an authoritative reference manual on AMPscript. Whether you are inexperienced in writing scripts or are already highly proficient in AMPscript, this book will enable

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you to enjoy rapid development through clear explanations and extensive documentation on all AMPscript functions, including real-world supporting code samples for you to reuse.

Salesforce Advanced Administrator

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Certification Guide is a complete resource that will help you gain the knowledge and master the skills required to earn the advanced administrator credentials. With plenty of questions and answers along with best practices, you will

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Multiply Your Revenue. Enable Organizational Excellence. When enablement is embraced as a company-wide initiative and is sponsored by leadership all the way up to the CEO, organizational magic happens. Teams align. Business

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results accelerate. Culture transforms. ?In Enablement Mastery, author Elay Cohen gives you his proven, straightforward, and effective method for aligning people, processes, and priorities with relevant learning, coaching,

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and communications. This book will show you how to build organizational value and multiply revenue outcomes by enabling your employees and partners to be the best they can be. Geared toward enablement professionals, this book

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teaches leadership teams how to deploy the Enablement Process Map to align go-to-market teams, create a learning culture, and make communications relevant. Cohen will help you elevate customer engagement and achieve hyper-

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growth business outcomes.
Patterns and Best Practices

Salesforce Platform Developer I
Certification Guide

La méthode en 6 chantiers pour
réussir votre transformation !

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How Smart Companies Design the
Product Around the Price

Introduction to Salesforce Analytics
- Building Reports and Dashboards

The Independent Guide to IBM-
standard Personal Computing

Building a successful product

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usually involves teams of people, and many choose the Scrum approach to aid in creating products that deliver the highest possible value. Implementing Scrum gives teams a collection of powerful

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ideas they can assemble to fit their needs and meet their goals. The ninety-four patterns contained within are elaborated nuggets of insight into Scrum™'s building blocks, how they work, and how to use

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them. They offer novices a roadmap for starting from scratch, yet they help intermediate practitioners fine-tune or fortify their Scrum implementations. Experienced practitioners can use the

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patterns and supporting explanations to get a better understanding of how the parts of Scrum complement each other to solve common problems in product development. The patterns are

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*written in the well-known
Alexandrian form, whose roots
in architecture and design have
enjoyed broad application in the
software world. The form
organizes each pattern so you
can navigate directly to*

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*organizational design tradeoffs
or jump to the solution or
rationale that makes the
solution work. The patterns
flow together naturally through
the context sections at their
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*decades, technology leaders
have struggled to balance
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have never been
greater—whether it's the
healthcare.gov debacle,*

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cardholder data breaches, or missing the boat with Big Data in the cloud. And yet, high performers using DevOps principles, such as Google, Amazon, Facebook, Etsy, and Netflix, are routinely and

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configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts,

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tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service

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*Cross-species perspectives on
grief and spirituality*

Multipliers

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le marketing, et vous rédigez du
contenu pour les réseaux sociaux,
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*communication en ligne
merveilleusement percutante.
An info. security assessment (ISA)
is the process of determining how
effectively an entity being
assessed (e.g., host, system,
network, procedure, person)*

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meets specific security objectives. This is a guide to the basic tech. aspects of conducting ISA. It presents tech. testing and examination methods and techniques that an org. might use as part of an ISA, and offers

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insights to assessors on their execution and the potential impact they may have on systems and networks. For an ISA to be successful, elements beyond the execution of testing and examination must support the

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tech. process. Suggestions for these activities \hat{z} including a robust planning process, root cause analysis, and tailored reporting \hat{z} are also presented in this guide. Illus.

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Why an organization's response to digital disruption should focus on people and processes and not necessarily on technology. Digital technologies are disrupting organizations of every size and shape, leaving managers

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scrambling to find a technology fix that will help their organizations compete. This book offers managers and business leaders a guide for surviving digital disruptions—but it is not a book about technology. It is about the

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organizational changes required to harness the power of technology. The authors argue that digital disruption is primarily about people and that effective digital transformation involves changes to organizational dynamics and

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how work gets done. A focus only on selecting and implementing the right digital technologies is not likely to lead to success. The best way to respond to digital disruption is by changing the company culture to be more agile,

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*risk tolerant, and experimental.
The authors draw on four years of
research, conducted in partnership
with MIT Sloan Management
Review and Deloitte, surveying
more than 16,000 people and
conducting interviews with*

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managers at such companies as Walmart, Google, and Salesforce. They introduce the concept of digital maturity—the ability to take advantage of opportunities offered by the new technology—and address the specifics of digital

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transformation, including cultivating a digital environment, enabling intentional collaboration, and fostering an experimental mindset. Every organization needs to understand its “digital DNA” in order to stop “doing digital” and

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start “being digital.” Digital disruption won't end anytime soon; the average worker will probably experience numerous waves of disruption during the course of a career. The insights offered by The Technology Fallacy

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will hold true through them all. A book in the Management on the Cutting Edge series, published in cooperation with MIT Sloan Management Review.

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A Scrum Book

*Grow Your Business Faster by
Aligning Your People, Processes,
and Priorities*

**This book is not intended
to be a deep-dive on
security, programming,**

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**reporting, configuration,
etc. but more of a high-
level overview on
salesforce.com,
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tools, methodology and
other resources. We will**

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salesforce.com. We wrote
this book to (hopefully)
become an invaluable
resource for anyone new
or inexperienced with the
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**wish we had when we
started developing
applications on
Force.com.**

**Accelerate your
Salesforce
implementation to**

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**provide benefits to your
business more rapidly
while maintaining control
and improving quality.
Salesforce has become
one of the most
influential business tools**

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in our modern age. What started as the world's most comprehensive customer relationship management (CRM) system available in the market place has now

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morphed over the years into an ecosystem of tools and services that enable you to run your entire business platform. This book gives you a method (a set of governance

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processes) that provides a complete view of how to govern and manage any Salesforce implementation. It breaks the architectural components of the

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**Salesforce platform into
manageable sections,
allowing you to navigate
and understand how to
govern your Salesforce
implementation in a
consistent manner with**

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an approach that is structured, repeatable, and clearly defined. Salesforce Platform Governance Method is divided into nine distinct phases which have been

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chosen based on how the Salesforce platform is architected. This is relevant today because every organization that implements Salesforce will face the same issues

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**around governance,
integration, development,
and security and the
majority of organizations
will find, through trial
and error, a solution to
govern these components.**

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**This book will help
Salesforce professionals
and enterprise
organizations as well as
small and mid-sized
businesses (SMBs)
navigate these topics and**

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**ultimately have a
successful and fully
integrated, secure
Salesforce
implementation. What
You Will Learn Govern
the application**

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**architecture on the
Salesforce platform,
including general
architecture, localization
and global deployments,
workflow and process,
formulas and files, and**

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**social Govern the data
architecture, including
design and data
optimization,
performance, predictive
and actual data volumes,
and data movement**

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**Govern the identity and
access management
aspects of the application
and Salesforce platform
Govern the low-level
platform capabilities
delivered through**

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**Lightning, Visualforce,
and Apex Handle
community
implementations that
bring specific features
into the Salesforce
platform for**

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**consideration and
governance Create
checklists for the
governance steps, laid out
in the method, and for
any tooling
recommendations that**

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**can help simplify the
process of governance
Who This Book Is For
People responsible for
maintaining a Salesforce
SaaS instance or
developing changes for**

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that Salesforce instance. Readers should have a basic understanding of the Salesforce platform and a desire to introduce a level of control around the changes being made,

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**reduce issues on their
Salesforce instance, and
improve quality while
increasing the
throughput of changes
they want to introduce
into the platform.**

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architects! Key Features
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Platform to build
integrated, scalable, and
robust apps focused on**

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demands Use the
Lightning Component
framework to deliver
modern and responsive
user experiences
targeting multiple devices**

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**through Lightning
Experience and
Salesforce Mobile Extend
your application with
access to external
services and AI Book
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Lightning provides a secure and scalable platform to build, deploy, customize, and upgrade applications. This book will take you through the architecture of building

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**an application on the
Lightning platform to
help you understand its
features and best
practices, and ensure that
your app keeps up with
your customers'**

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increasing needs as well as the innovations on the platform. This book guides you in working with the popular aPaaS offering from Salesforce, the Lightning Platform.

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You'll see how to build and ship enterprise-grade apps that not only leverage the platform's many productivity features, but also prepare your app to harness its

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**extensibility and
customization
capabilities. You'll even
get to grips with
advanced application
architectural design
patterns such as**

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**Separation of Concerns,
Unit Testing and
Dependency Integration.
You will learn to use Apex
and JavaScript with
Lightning Web
Components, Platform**

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**Events, among others,
with the help of a sample
app illustrating patterns
that will ensure your own
applications endure and
evolve with the platform.
Finally, you will become**

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**familiar with using
Salesforce DX to develop,
publish, and monitor a
sample app and
experience standard
application life cycle
processes along with**

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**tools such as Jenkins to
implement CI/CD. By the
end of this book, you will
have learned how to
develop effective business
apps and be ready to
explore innovative ways to**

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meet customer demands.

What you will learn

Create and deploy

**AppExchange packages
and manage upgrades**

Understand Enterprise

Application Architecture

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mobile and desktop user
experience with Lightning
Web Components Manage
large data volumes with
asynchronous processing
and big data strategies**

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**Implement Source
Control and Continuous
Integration Add AI to
your application with
Einstein Use Lightning
External Services to
integrate external code**

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book is for Lightning
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Apex classes, Visualforce pages, and

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world that is becoming vastly more complicated by the day? According to Marc Benioff, the answer is embracing a culture in which your values permeate everything you do. In

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values—trust, customer success, innovation, and equality—and commitment to giving back have become the company's greatest competitive advantage and the most powerful engine

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of its success. Because no matter what business you're in, Benioff says, values are the bedrock of a resilient company culture that inspires all employees, at every level,

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to do the best work of their lives. Along the way, he shares insights and best practices for anyone who wants to cultivate a company culture positioned to

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thrive in the face of the inevitable disruption ahead. None of us in the business world can afford to sit on the sidelines and ignore what's going on outside the walls of our

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and organization must do to thrive in this period of profound political and economic change.”—Jamie Dimon, chairman and CEO of JPMorgan Chase “In Trailblazer, Benioff

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explores how companies can nurture a values-based culture to become powerful platforms for change.”—Susan Wojcicki, CEO of YouTube

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to rebuild capital,
whether this is financial,
manufactured, human,
social or natural, and
offers opportunities and
solutions for all
organisations. This book,

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who is widely recognised
as one of the key people
who formulated the concept
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wanting to quickly get up to speed with this vitally important topic for ensuring sustainable development. It sets out a new framework that refines the concept of a Circular

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