桂魯有限公司
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November 20, 2023

敬啟者:

又值新舊學期交替更迭的時候，希望桂魯專業書店這學期所提供之服務能令您滿意！

有鑑於以往國外出版社對於教科書訂單的處理費時， 為免影響新學期老師教學與學生學習進度，特將桂魯公司獨家代理進口及出版有關 **餐飲 / 烹飪 / 旅館 / 觀光 / 休閒 / 運動管理/ 航空服務** 等科目之教科書資料附後， 敬請於*1月20日*前選擇所欲採用之教科書及概估數量，傳真或電話通知教科書負責人孫小姐或黃先生， 以便即早作業。 謝謝您的支持！

寒假期間也歡迎您光臨桂魯專業書店批評指教!

項目	教科書名稱(按字母排列)	作者/版本	原價	學生價
1	**APA Publication Manual, 7/e**	**APA/2019**	**$2,190**	**$1,690**
2	Applications in Recreation and Leisure, 3/e	Cordes/2003	$2,190	$960
3	Casino Operations Management, 2/e	Kilby/2004	$4,890	$1,590
4	Check-In Check-Out: Managing Hotel Operations, 9/e	Vallen/2014	$2,190	$1,390
5	CLIA Guide to the Cruise Industry	Mancini/2011	$2,690	$1,290
6	Conferences & Conventions, 2/e	Rogers/2008	$2,190	$980
7	Consumer Behavior in Tourism: An Int'l Perspective,3/e	Swarbrooke/2016	$2,090	$1,490
8	Cruising: A Guide to the Cruise Line Industry, 2/e	Mancini/2004	$2,190	$890
9	Cuisine & Culture, 3/e	Civitello/2011	$1,690	$1,090
10	Cultural Tourism, 2/e	McKercher/2015	$2,490	$1,490
11	Design & Equipment for Restaurants & Foodservice, 3/e	Katsigris/2009	$2,390	$1,090
12	Design & Layout for Foodservice Facilities, 2/e	Birchfield/2003	$2,390	$950
13	Destination Marketing Essentials, 2/e	Pike/2016	$1,890	$1,490
14	Developing Hospitality Properties and Facilities, 2/e	Ransley/2005	$1,690	$1,060
15	Dining Room and Banquet Management, 3/e	Strianese/2003	$1,990	$960
16	E-Commerce and Information Technology in Hospitality and Tourism	Zhou/2004	$1,590	$620
17	Ecotourism, 2/e	Weaver/2009	$2,490	$1,090
18	Event Risk Management & Safety	Tarlow/2002	$1,890	$1,090
19	Festival & Special Event Management, 5/e	Allen/2011	$2,890	$1,590
20	Food & Beverage Cost Control, 6/e	Dopson/2016	$4,190	$1,590
21	Food & Beverage Management, 5/e	Davis/2012	$1,990	$1,590
22	**Food & Beverage Management, 6/e**	**Davis/2018**	**$1,990**	**$1,590**
23	Food & Culture, 6/e	Kittler/2012	$2,590	$1,490

24	Foodservice Management Fundamentals	Reynolds/2013	$2,890	$1,590
25	Front Office Operations & Management	Ismail/2002	$2,190	$990
26	Fundamentals of Menu Planning, 3/e	McVety/2008	$1,990	$960
27	Garde Manger, 4/e	CIA/2012	$3,190	$1,690
28	Global Geography: Realms, Regions & Concepts, 14/e	Deblij/2010	$2,190	$1,090
29	Global Meetings & Exhibitions	Krugman/2006	$1,990	$960
30	Guest Service in the Hospitality Industry	Bagdan/2013	$1,990	$1,290
31	Hospitality & Travel Marketing, 4/e	Morrison/2009	$1,990	$1,390
32	Hospitality Financial Accounting	Weygandt/2004	$2,190	$960
33	Hospitality Financial Management	DeFranco/2007	$2,390	$1,390
34	Hospitality Law, 3/e	Barth/2008	$2,490	$1,090
35	Hospitality Management Accounting, 9/e	Jagel/2007	$4,190	$1,590
36	Hospitality Management Strategies	Nykiel/2005	$2,190	$1,290
37	Hotel & Lodging Management:An Introduction, 2/e	Stutts/2005	$3,990	$1,490
38	Hotel & Motel Management & Operations, 4/e	Gray/2003	$1,990	$890
39	Hotel, Restaurant and Travel Law, 7/e	Morris/2007	$6,990	$1,590
40	Hotel/Motel Operations:An Overview, 2/e	Weissinger/2000	$1,890	$890
41	Human Geography, with Student Companion, 7/e	Deblij/2003	$4,690	$1,090
42	Human Resource Management in the Hospitality Industry,2/e	Hayes/2016	$4,590	$1,590
43	Human Resources Management for the Hospitality Industry, 2/e	Tanke/2001	$2,190	$960
44	Ingredients	Werle/2012	$1,190	$950
45	International Hospitality Management: Concepts & Cases	Clarke/2007	$1,890	$960
46	Introduction to the Hospitality Industry, 8/e	Barrows/2011	$2,390	$1,690
47	Kitchen Pro Series: Guide to Purchasing	Schneller/2012	$1,790	$1,090
48	Kraus' Recreation & Leisure in Modern Society, 10/e	McLean/2014	$2,690	$1,090
49	**Kraus' Recreation & Leisure in Modern Society, 11/e**	**McLean/2019**	**$2,590**	**$1,290**
50	**Kraus' Recreation & Leisure in Modern Society, 12/e**	**McLean/2022**	**$2,990**	**$1,590**
51	Leisure Marketing	Horner/2005	$1,990	$1,090
52	Managing Quality Service in Hospitality	Ford/2011	$2,390	$1,590
53	Marketing and Managing Tourism Destinations	Morrison/2013	$2,290	$1,790
54	Meetings, Expositions, Events and Conventions, 3/e	Fenich/2012	$1,890	$1,190
55	Modern Foodservice Purchasing: Business Essentials to Procurement	Kotschevar/2009	$3,490	$960
56	Organizational Behavior for Leisure Services	Lashley/2003	$1,790	$1,060
57	Organizational Behavior for the Hospitality Industry	Berger/2009	$2,790	$1,390
58	Outdoor Recreation Management, 2/e	Pigrams/2006	$1,990	$1,060
59	Professional Baking, 6/e	Gisslen/2012	$3,090	$1,890
60	Professional Food Manager, 4/e	NEHA/2015	$1,590	$1,190
61	Profitable Menu Planning, 4/e	Drysdale/2008	$1,590	$1,060
62	Purchasing: Selection & Procurement for the Hospitality Industry,8/e	Feinstein/2011	$2,390	$1,390
63	**Purchasing: Selection & Procurement for the Hospitality Industry,9/e(POD)**	**Feinstein/2017**	**$3,990**	**$1,490**
64	Remarkable Service:A Guide to Winning & Keeping Customers for Servers, 3/e	CIA/2014	$1,490	$990
65	Research Methods for Leisure and Tourism:A Practical Guide, 3/e	Veal/2006	$2,190	$1,190
66	Resorts: Management & Operations, 3/e	Mill/2013	$3,490	$1,490
67	**Restaurant Concepts, Management, and Operations, 8/e**	**Walker/2019**	**$2,590**	**$1,490**
68	Restaurant Management, 3/e	Mill/2007	$2,190	$1,090
69	Revenue Management for the Hospitality Industry	Hayes/2011	$3,590	$1,590
70	Selling Destinations:Geography for the Travel Professional, 5/e	Mancini/2009	$1,990	$1,190
71	Services Management	Kandampully/2006	$2,190	$1,390

72	Supervision in the Hospitality Industry, 8/e	Walker/2016	$4,890	$1,590
73	Strategic Management for Travel and Tourism	Evans/2003	$1,590	$1,190
74	The Bar and Beverage Book, 5/e	Katsigris/2011	$3,190	$1,690
75	The Professional Chef, 9/e	CIA/2012	$2,890	$2,190
76	**The Restaurant: From Concept to Operations, 9/e**	**Walker/2022**	**$3,490**	$1,690
77	Tourism Management, 4/e	Weaver/2010	$2,490	$1,390
78	Tourism Management, 5/e	Weaver/2014	$3,390	$1,590
79	Tourism Management, 4/e	Page/2011	$1,990	$1,590
80	Tourism Marketing: An Asia-Pacific Perspective	Hsu/2009	$2,990	$1,060
81	Tourism Planning and Policy	Dredge/2007	$2,190	$1,060
82	Tourism Planning, 2/e	Hall/2008	$2,190	$1,390
83	Tourism Policy and Planning	Edgell/2007	$2,290	$1,790
84	Tourism Research, 2/e	Jennings/2010	$2,990	$1,390
85	Tourism: Principles, Practices, Philosophies, 12/e	Goeldner/2012	$2,690	$1,590
86	Travel Perspectives:A Guide to Becoming a Travel Professional,4/e	Gorham/2007	$2,190	$960
87	**Welcome to Hospitality: An Asian Perspective**	**Chon/2021**	**$2,190**	**$1,590**
88	Windows on the World Complete Wine Course, Revised	Zraly/2016	$1,490	$1,190

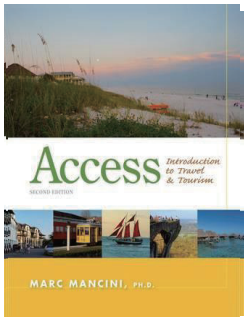
中文教科書

			原價	學生價 (20本以上)
89	休閒活動規劃與管理 (中譯本)	顏妙桂/2002	$680	$544
90	休閒遊憩事業概論 (中譯本)	李晶/2000	$680	$544
91	客房實務(I)	呂永祥/2003	$380	$304
92	客房實務(II)	呂永祥/2003	$350	$280
93	旅館管理(I)	呂永祥/2002	$380	$304
94	旅館管理(II)	呂永祥/2003	$300	$240
95	赫氏專業餐飲英漢辭典 (中譯本)	李建禮/2003修訂版	$980	$784
96	餐旅服務業管理 (中譯本)	楊芝澐/2003	$680	$544
97	餐飲營養學 (中譯本)	林万登/2002	$650	$520
98	觀光心理學 (中譯本)	劉修祥/2003	$400	$320
99	觀光消費行為: 理論與實務 (中譯本)	謝智謀/2001	$600	$480
100	世界飲食文化(中譯本)	全中妤/2004	$680	$544
101	韋氏現代餐飲英漢字典(中譯本)	李建禮/2005	$780	$624
102	運動與休閒管理(中譯本)	王宗吉等/2005	$650	$520
103	運動設施管理(中譯本)	高俊雄/2005	$580	$464
104	運動經濟學(中譯本)	葉公鼎/2005	$650	$520
105	餐旅會計學(中譯本)	陳琪婷/2005	$680	$544
106	宴會經營管理實務(中譯本)	林万登/2006	$650	$520
107	海域觀光遊憩概論	劉修祥/2006	$480	$384
108	餐旅與觀光行銷(中譯本)	俞克元、陳韡方/2006	$780	$624
109	飲料與酒吧管理(中譯本)	鄭建瑋/2007	$680	$544
110	餐旅管理策略(中譯本)	黃純德/2008	$680	$544
111	飯店與住宿產業管理(中譯本)	林万登/2008	$680	$544
112	餐旅服務業品質管理(中譯本)	楊芝澐/2008	$680	$544
113	專業烘焙英漢字典(中譯本)	李建禮/2009	$780	$624
114	**文化觀光：觀光與文化遺產管理(中譯本)**	**劉以德/2010**	**$580**	**$464**
115	**餐旅業導論(中譯本)**	**謝鴻鎮/2011**	**$680**	**$544**
116	**餐飲管理: 理論與實務(中譯本)**	**林万登/2011**	**$650**	**$520**

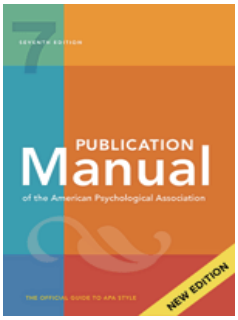
117	餐飲成本實務（中譯本）	江敏慧等/2011	**$650**	**$520**
118	旅館實務(I)	呂永祥/2012	**$420**	**$336**
119	旅館實務(II)	呂永祥/2013	**$420**	**$336**
120	文化節慶管理（中譯本）	劉以德/2012	**$580**	**$464**
121	餐廳服務管理，中文第二版	孫路弘/2013	**$580**	**$464**
122	觀光學總論,中文第二版	吳英偉、陳慧玲/2013	**$680**	**$544**
123	文化觀光學（中譯本）	劉以德/2014	**$580**	**$464**
124	餐飲衛生與安全（中譯本）	林万登/2014	**$580**	**$464**
125	餐旅服務業顧客管理(中譯本)	吳武忠/揚芝澐等/2015	**$680**	**$544**
126	餐飲管理實務：理論與個案(中譯本)	林万登/2016	**$680**	**$544**

歡迎上網查詢各教科書之詳細介紹. 網址: www.eclink.com.tw
原文教科書請由分類清單「2014-2024新進原文教科書」點選進入. 謝謝!

2024 西文教科書



Access: Introduction to Travel & Tourism,2/e
9781133687030



APA Publication Manual, 7/e
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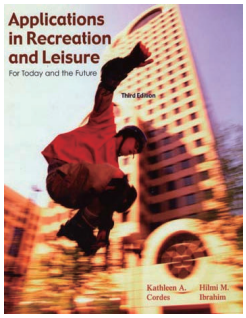

Applications in Recreation and Leisure, 3/e
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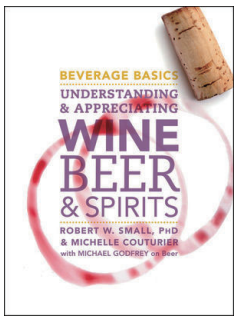

Beverage Basics: Understanding and Appreciating Wine, Beer, and Spirits
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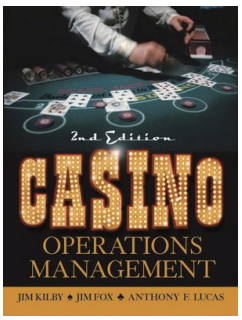

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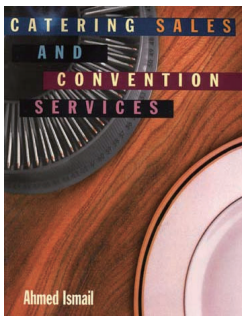

Catering Sales & Convention Service
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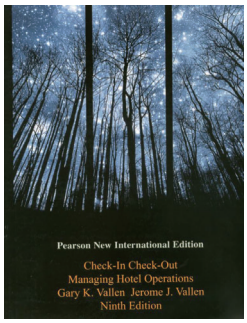

Check-In Check-out 9/e
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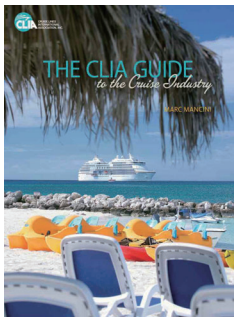
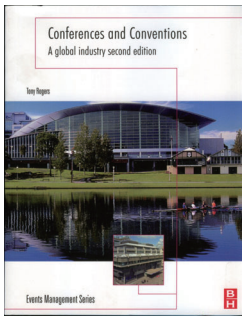


CLIA Guide to the Cruise Industry
9781111130893



Conferences and Conventions, 2/e
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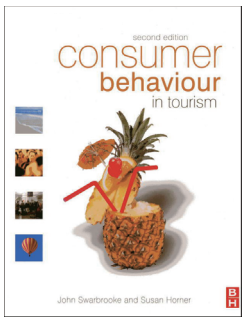

Consumer Behaviour in Tourism,2/e
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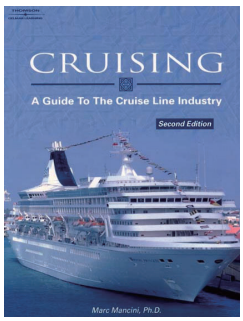

Cruising, 2/e
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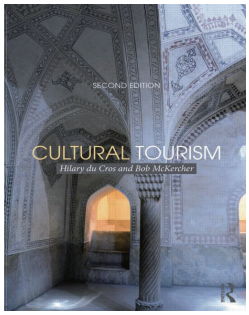

Cultural Tourism,2/e:
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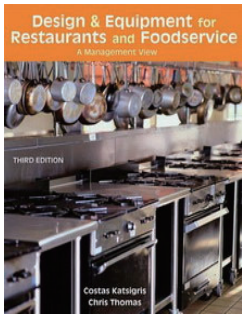

Design & Equipment for Restaurants & Foodservice, 3/e
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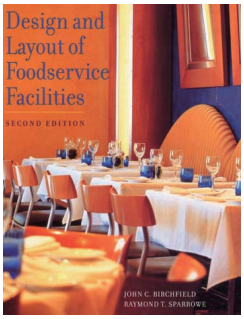

Design & Layout of Foodservice Facilities,2/e
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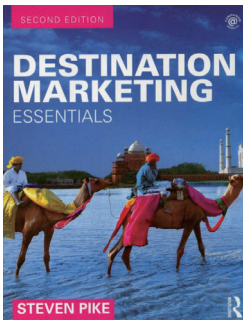
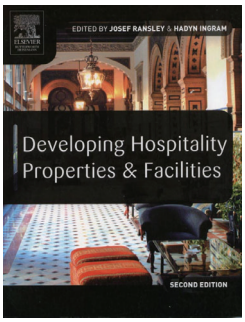


Destination Marketing Essentials
9781138912908

Destination Brands : Managing Place Reputation,3/e
9780080969305



Developing Hospitality Properties & Facilities, 2/e
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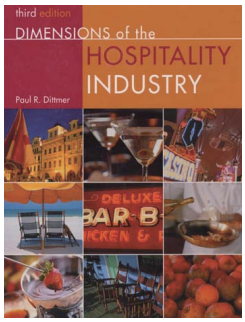

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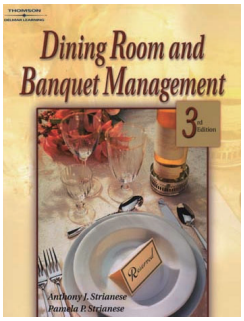

Dining Room & Banquet Management, 3/e
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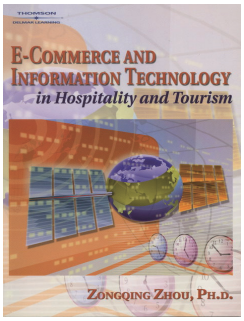

E-Commerce & Information Technology in Hospitality & Tourism
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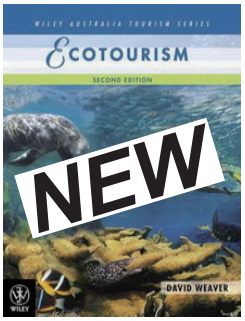
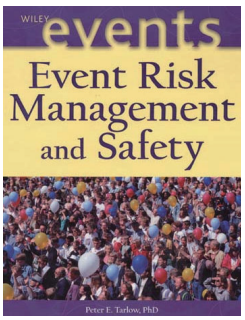


Ecotourism, 2/e
9780470813041

Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, 2/e
9780470891070



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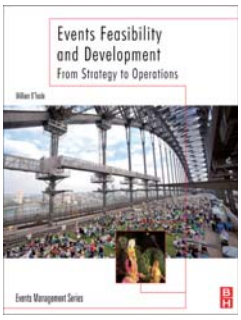

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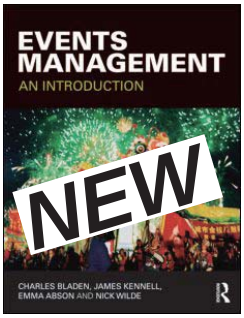

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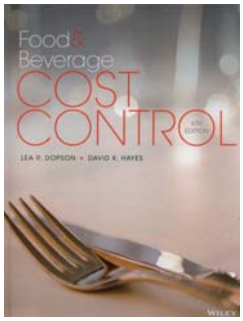

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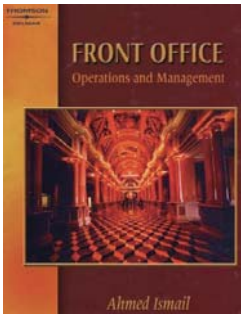

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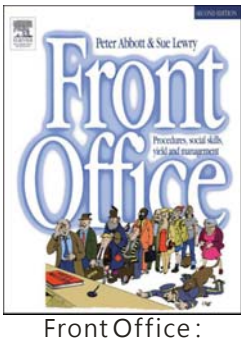

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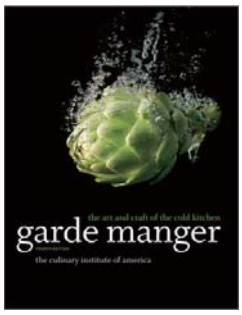

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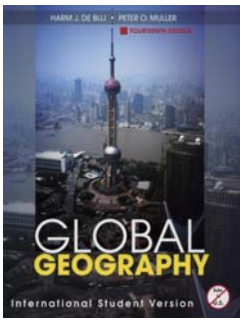

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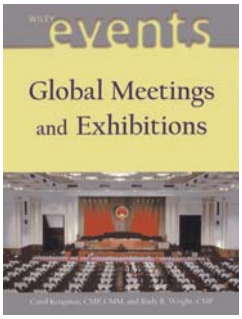

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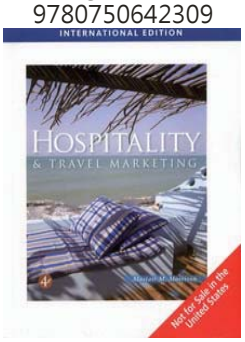

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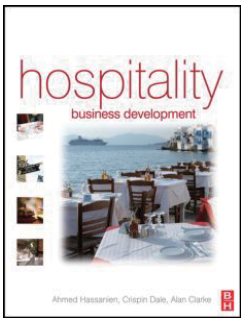

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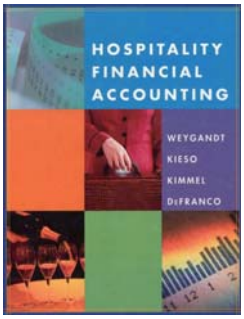

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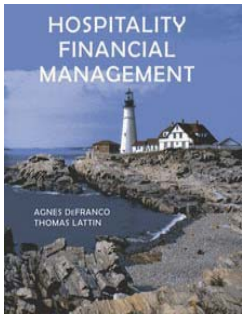

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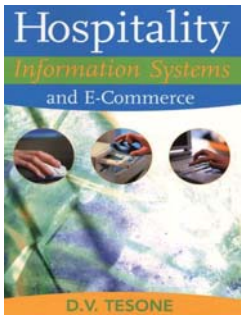

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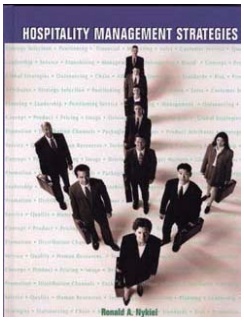

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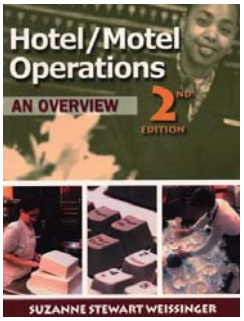

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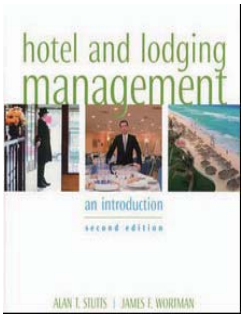

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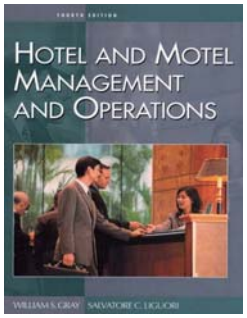

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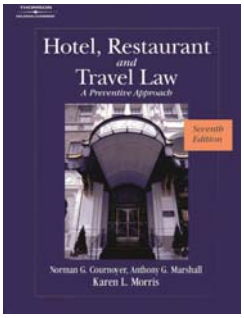

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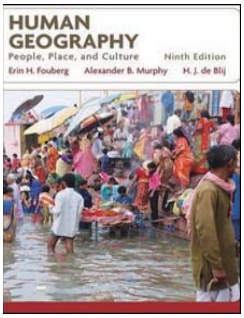

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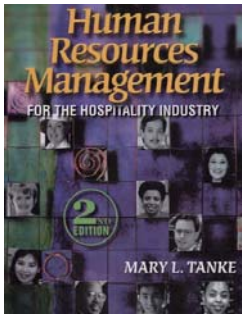

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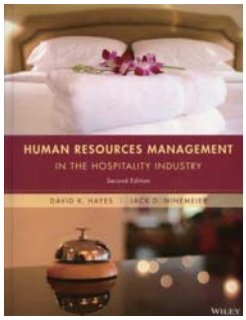

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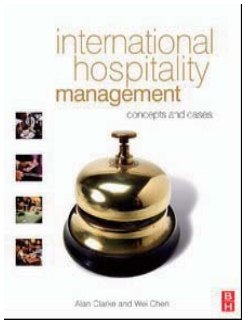

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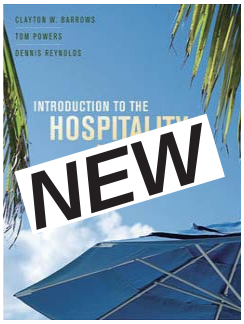

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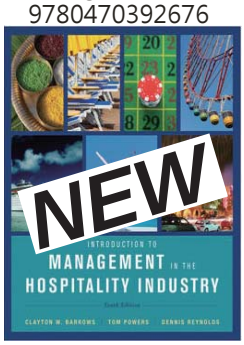

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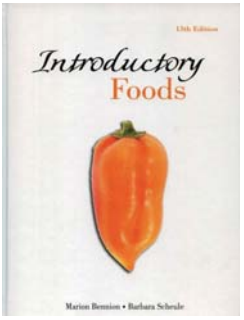

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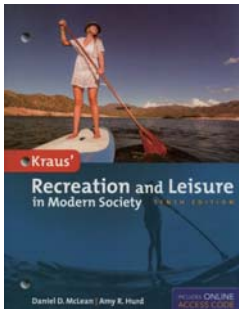

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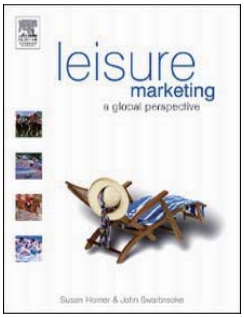

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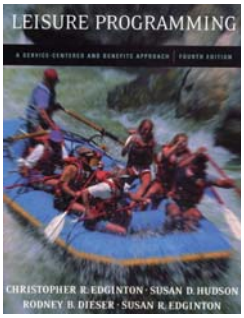

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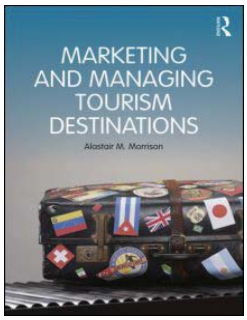

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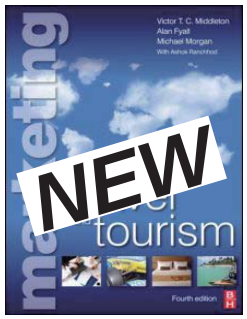

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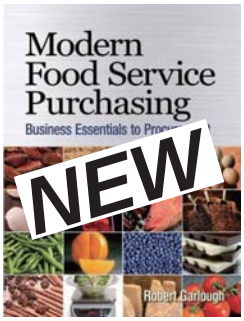

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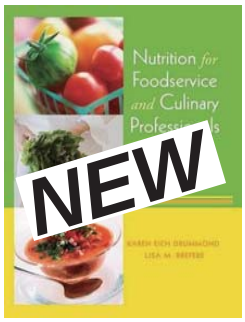

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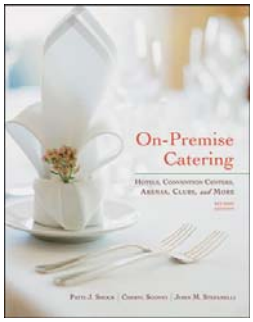

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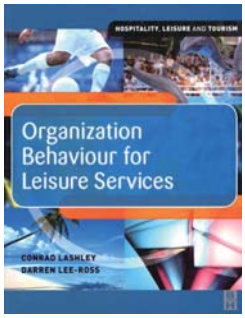

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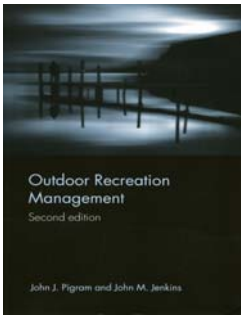

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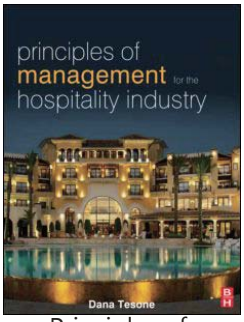

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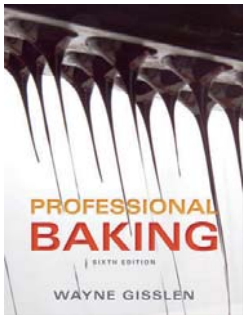

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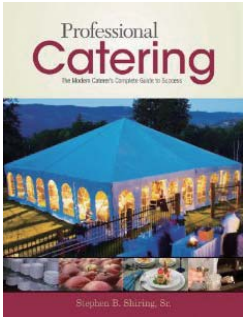

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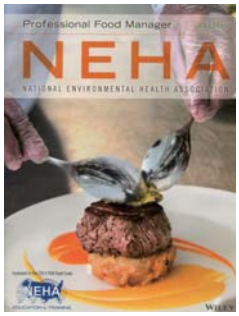

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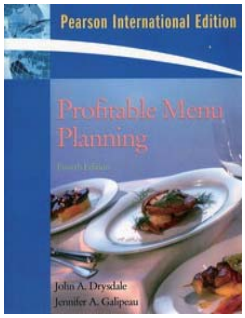

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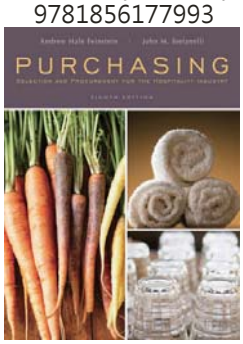

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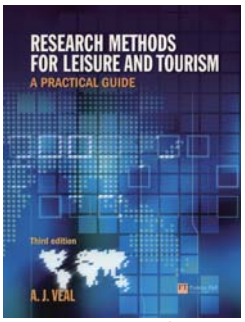

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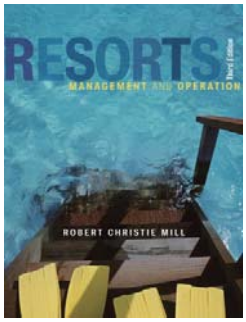

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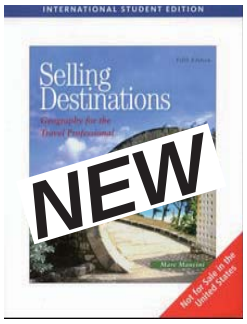

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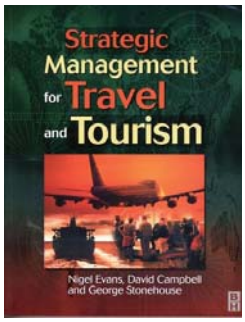

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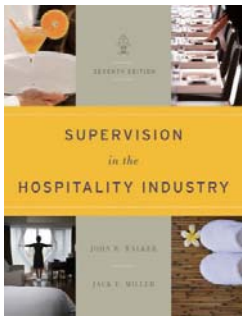

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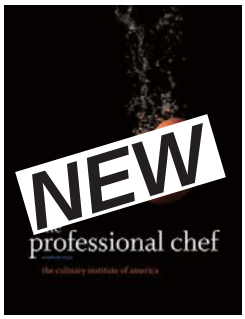

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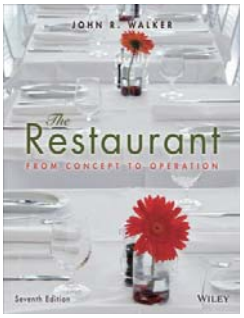

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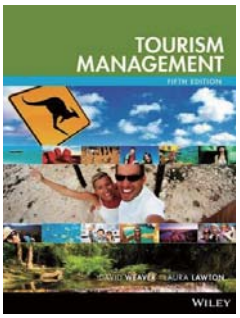

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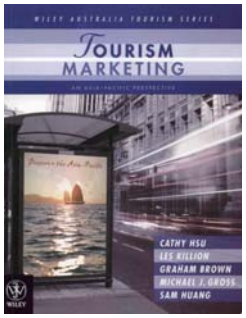

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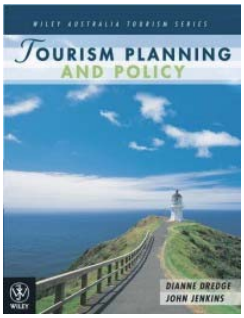

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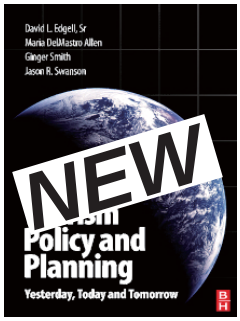

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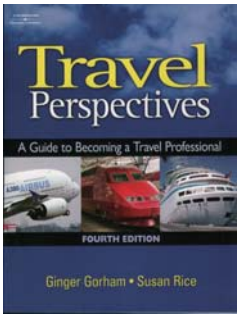

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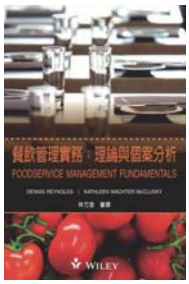

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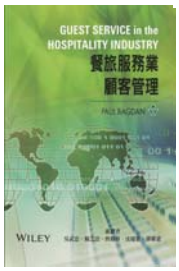

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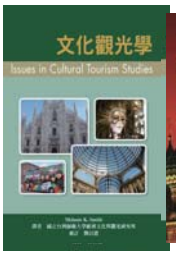

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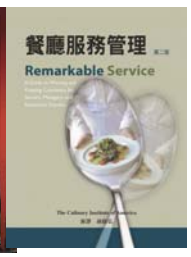

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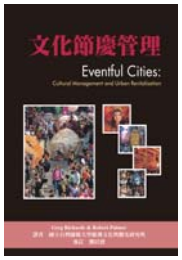

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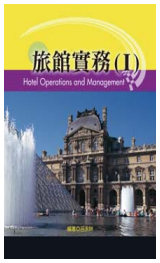

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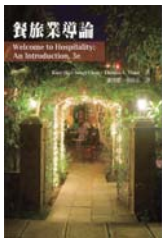

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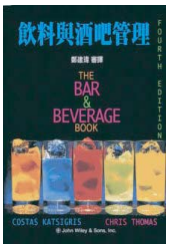

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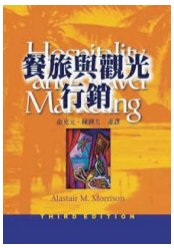

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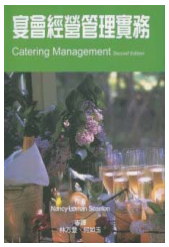

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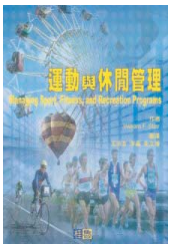

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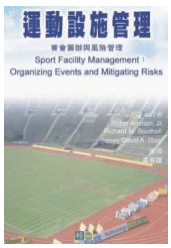

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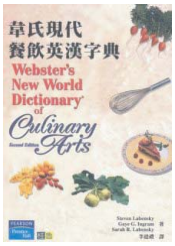

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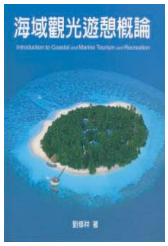

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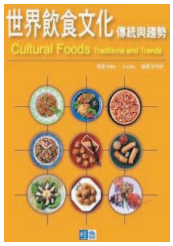

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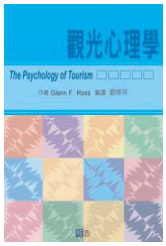

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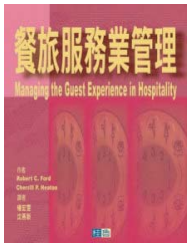

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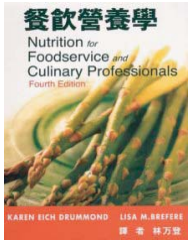

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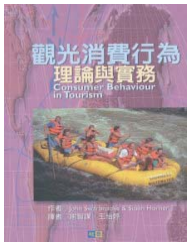

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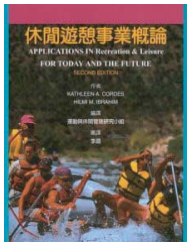

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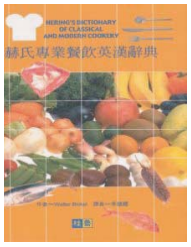

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