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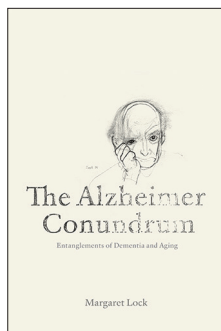
Cover image from *Coding Freedom: The Ethics and Aesthetics of Hacking*, page 1.

NEW

### The Alzheimer Conundrum

Entanglements of Dementia and Aging

Margaret Lock



"Bringing together an anthropology of predictive medicine with a social study of science, and discussing recent biological discoveries as well as crucial public health problems, *The Alzheimer Conundrum* offers an insightful approach to the uncertain boundaries between aging and dementia, and brilliantly revisits the philosophical theme of the normal and pathological. Evocatively written, it is a major contribution to the understanding of one of the most perplexing and tragic issues of our time."

—Didier Fassin, Institute for Advanced Study

"*The Alzheimer Conundrum* is a must-read for all who are interested in how society and researchers frame the investigation of Alzheimer's disease and its effects on the aging global population. Lock has woven the individual threads of the scientific discussion and debate about dementia into a magnificent tapestry, prompting us to question our assumptions and perceptions. A compelling book."

—Carol Brayne, University of Cambridge

2013. 322 pages. 12 line illus.

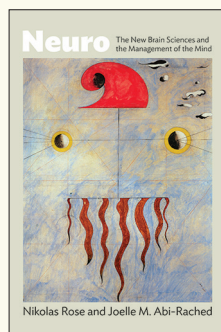
Cl: 978-0-691-14978-3 \$29.95 | £19.95

NEW

### Neuro

The New Brain Sciences and the Management of the Mind

Nikolas Rose & Joelle M. Abi-Rached



"The 'neurofication' of the humanities, social sciences, public policy, and the law has attracted promoters and detractors. What we have lacked until now is a critical but open-minded look at 'neuro.' This is what Rose and Abi-Rached have given us in this thoughtful and well-researched book. They do not jump on the neuro bandwagon, but instead offer a clear accounting of its appeal, its precedents in psychology and genetics, its genuine importance, and ultimately its limitations. A fascinating and important book."

—Martha J. Farah, University of Pennsylvania

2013. 352 pages.

Pa: 978-0-691-14961-5 \$24.95 | £16.95

Cl: 978-0-691-14960-8 \$70.00 | £48.95

Also by Nikolas Rose

### The Politics of Life Itself

Biomedicine, Power, and Subjectivity in the Twenty-First Century

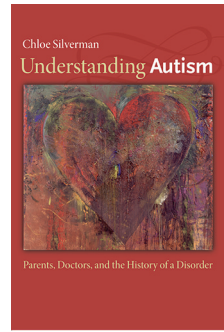
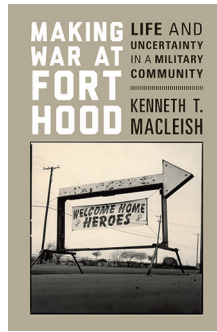
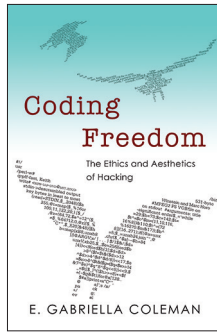
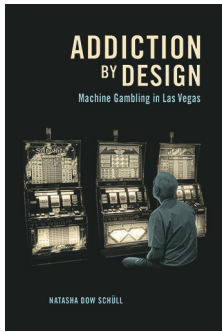
*In-Formation*

2005. 352 pages.

Pa: 978-0-691-12191-8 \$35.00 | £24.95



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FORTHCOMING PAPERBACK

Winner of the 2013 Sharon Stephens First Book Prize, American Ethnological Society  
Honorable Mention for the 2013 Gregory Bateson Prize, The Society for Cultural Anthropology

**Addiction by Design**  
Machine Gambling in Las Vegas  
Natasha Dow Schüll

"A stunning portrayal of technology and the inner life. Searing, sobering, compelling: this is important, first-rate, accessible scholarship that should galvanize public conversation."

—Sherry Turkle, author of *Alone Together: Why We Expect More from Technology and Less from Each Other*

March 2014. 456 pages. 29 halftones.  
Pa: 978-0-691-16088-7 \$24.95 | £16.95  
Cl: 978-0-691-12755-2 \$35.00 | £24.95

NEW

**Coding Freedom**  
The Ethics and Aesthetics of Hacking  
E. Gabriella Coleman

"Coleman knows, understands, and lives free culture. No one is more credible or more fascinating when describing the lives of the women and men whose mission is an open, free information age."

—Cory Doctorow, author of *Little Brother* and coauthor of *The Rapture of the Nerds*

2012. 272 pages. 12 halftones.  
Pa: 978-0-691-14461-0 \$24.95 | £16.95  
Cl: 978-0-691-14460-3 \$65.00 | £44.95

NEW

**Making War at Fort Hood**  
Life and Uncertainty in a Military Community  
Kenneth T. MacLeish

"To its great credit, MacLeish's project refuses to paint soldiers as either noble heroes or unwitting victims, two of the most dominant and therefore the most tired archetypes of our time. In a society that has exoticized and abstracted the military, MacLeish re-humanizes it. He is also remarkably precise in how he describes the institution of the Army: how its various bureaucracies, all geared at least tangentially toward killing people and destroying property, prescribe and encompass so many aspects of a soldier's life, from the most consequential to the seemingly benign, such as haircut styles and family day picnics. MacLeish's book is smart, necessary, and insightful."

—Brian Van Reet, *Daily Beast*

2013. 280 pages. 6 halftones.  
Cl: 978-0-691-15274-5 \$29.95 | £19.95

NEW

**Understanding Autism**  
Parents, Doctors, and the History of a Disorder  
Chloe Silverman

"A balanced, sensitive social history of autism that unflinchingly covers many controversial byways. She explores the theory and biomedical advances, and how gene banks, schools and autism organizations have enriched understanding—augmented by parents of children with autism, whose experiences have informed and inspired much research."

—*Nature*

2013. 352 pages.  
Pa: 978-0-691-15968-3 \$26.95 | £18.95  
Cl: 978-0-691-15046-8 \$35.00 | £24.95

A *Choice* 2012 Editor's Pick  
Shortlisted for the 2013 Foundation for the Sociology of Health and Illness Book Prize, British Sociological Association

**The New Arab Man**  
Emergent Masculinities, Technologies, and Islam in the Middle East  
Marcia C. Inhorn

"At a time of great global tension in relation to the associations between Islam, masculinity, and terrorism, this is an incredibly timely book that will act to combat gross stereotypes and deeply rooted stigmas. There is no doubt in my mind that it will become a classic work of ethnographic research."

—Richard G. Parker, Columbia University

2012. 432 pages. 18 halftones. 16 tables.  
Pa: 978-0-691-14889-2 \$35.00 | £24.95  
Cl: 978-0-691-14888-5 \$75.00 | £52.00



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NEW

**When People Come First**

Critical Studies in Global Health

Edited by João Biehl & Adriana Petryna



“Rapid social change is the one constant in this ambitious volume. These pages come to life and are wrenching because they never seek to elide the messiness of experience. With ethnographic evidence from some of the most important theaters of global health, the authors give us a sound understanding of the collision of a crushing burden of disease, emerging audit cultures, and new therapeutic regimes. As case studies rooted in long familiarity but alive to overwhelming transformation, they will stand the test of time.”

—Paul Farmer, Harvard Medical School and Partners in Health

“Global health is a big business: the World Bank, the World Health Organization, the United Nations, the Gates Foundation, academia, pharmaceutical companies, and thousands of NGOs are working to improve health around the world. Lost among these powerful groups, the supposed beneficiaries have little to say. *When People Come First* tells us why and how to make global health better. It is an eye-opener, especially for those of us locked into our comfortable disciplinary silos.”

—Angus Deaton, Princeton University

*When People Come First* critically assesses the expanding field of global health. It brings together an international and interdisciplinary group of scholars to address the medical, social, political, and economic dimensions of the global health enterprise through vivid case studies and bold conceptual work. The book demonstrates the crucial role of ethnography as an empirical lantern in global health, arguing for a more comprehensive, people-centered approach.

**Contents**

**Critical Global Health**

João Biehl and Adriana Petryna

**A Return to the Magic Bullet? Malaria and Global Health in the Twenty-First Century**

Marcos Cueto

**Evidence-Based Global Public Health: Subjects, Profits, Erasures**

Vincanne Adams

**The “Right to Know” or “Know Your Rights”? Human Rights and a People-Centered Approach to Health Policy**

Joseph J. Amon

**Children as Victims: The Moral Economy of Childhood in the Times of AIDS**

Didier Fassin

**Therapeutic Clientship: Belonging in Uganda’s Projectified Landscape of AIDS Care**

Susan Reynolds Whyte, Michael A. Whyte, Lotte Meinert, and Jenipher Twebaze

**The Struggle for a Public Sector: PEPFAR in Mozambique**

James Pfeiffer

**The Next Epidemic: Pain and the Politics of Relief in Botswana’s Cancer Ward**

Julie Livingston

**A Salvage Ethnography of the Guinea Worm: Witchcraft, Oracles and Magic in a Disease Eradication Program**

Amy Moran-Thomas

**Public-Private Mixes: The Market for Anti-Tuberculosis Drugs in India**

Stefan Ecks and Ian Harper

**Labor Instability and Community Mental Health: The Work of Pharmaceuticals in Santiago, Chile**

Clara Han

**The Ascetic Subject of Compliance: The Turn to Chronic Diseases in Global Health**

Ian Whitmarsh

**Legal Remedies: Therapeutic Markets and the Judicialization of the Right to Health**

João Biehl and Adriana Petryna

**The Peopling of Technologies**

Michael M. J. Fischer

2013. 456 pages. 2 line illus. 1 table.

Pa: 978-0-691-15739-9 \$29.95 | £19.95

Cl: 978-0-691-15738-2 \$75.00 | £52.00

**Also by João Biehl**

Co-Winner of the 2008 Wellcome Medal for Medical Anthropology, Wellcome Trust and Royal Anthropological Institute Winner of the 2008 Diana Forsythe Prize, American Anthropological Association

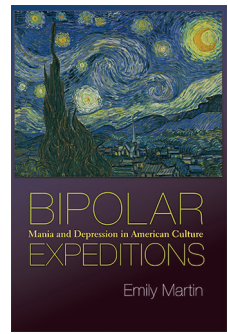
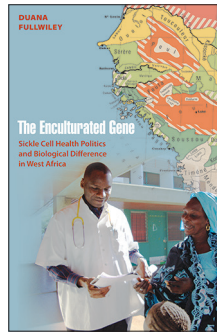
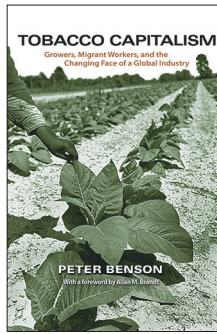
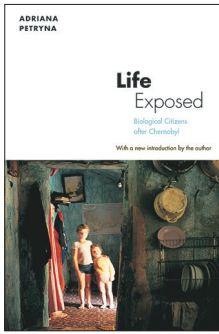
**Will to Live**

AIDS Therapies and the Politics of Survival  
Photographs by Torben Eskerod

*In-Formation*

2009. 480 pages. 109 halftones. 5 line illus. 6 tables.

Pa: 978-0-691-14385-9 \$42.00 | £28.95



**NEW PAPERBACK**

Co-Winner of the 2003 Sharon Stephens First Book Award, American Ethnological Society

Winner of the 2006 New Millennium Book Award, Society for Medical Anthropology

With a new introduction by the author

**Life Exposed**

Biological Citizens after Chernobyl

**Adriana Petryna**

"[Chernobyl] is a dramatic and important story, and *Life Exposed* is a compelling book. . . . [A]n important study that will interest a wide anthropological audience."

—Jonathan P. Parry, *Journal of the Royal Anthropological Institute*

*In-Formation*

2013. 304 pages. 2 halftones. 2 tables. 2 maps.

Pa: 978-0-691-15166-3 \$22.95 | £15.95

**Also by Adriana Petryna**  
**When Experiments Travel**

Clinical Trials and the Global Search for Human Subjects

"[Petryna] succeeds in presenting a balanced set of viewpoints on a variety of concerns about recruiting practices, informed consent, drug safety, the blurring of lines between clinical practice and research, and issues of distributive justice such as drug pricing and access."

—*Choice*

2009. 270 pages.

Pa: 978-0-691-12657-9 \$30.95 | £21.95  
Cl: 978-0-691-12656-2 \$75.00 | £52.00

Winner of the 2012 James Mooney Award, Southern Anthropological Society  
Finalist for the 2012 Book Prize, Society for the Anthropology of Work

**Tobacco Capitalism**

Growers, Migrant Workers, and the Changing Face of a Global Industry

**Peter Benson**

"Benson has a fine ethnographic eye and a keen sense of rhetorical nuance, allowing him to capture the struggles of North Carolina tobacco farmers as never before. *Tobacco Capitalism* is a wonderful chronicle of racialized rhetoric, migrant pride, Big Tobacco malevolence, and the sorry state of farming in new millennium America—a must-read text."

—Robert N. Proctor, Stanford University

2011. 336 pages. 19 halftones. 1 line illus. 4 maps.

Pa: 978-0-691-14920-2 \$27.95 | £19.95  
Cl: 978-0-691-14919-6 \$75.00 | £52.00

**Depression in Japan**

Psychiatric Cures for a Society in Distress

**Junko Kitanaka**

"Medical anthropology, with its propensity to theorise and problemise issues and refer endlessly to other work and concepts with which the reader will not be familiar, is for many outsiders almost as impenetrable as Japanese psychiatry. Putting the two together should be a recipe for disaster, but in Junko Kitanaka's hands, this book is instead a triumph, perhaps even a classic."

—David Healy, *Times Higher Education*

2011. 264 pages. 5 halftones. 1 line illus.

Pa: 978-0-691-14205-0 \$29.95 | £19.95  
Cl: 978-0-691-14204-3 \$75.00 | £52.00

Winner of the 2011 Amaury Talbot Prize for African Anthropology, Royal Anthropological Institute

**The Enculturated Gene**

Sickle Cell Health Politics and Biological Difference in West Africa

**Duana Fullwiley**

"Duana Fullwiley has produced a richly textured ethnography of what it means to study the way medical science approaches a disease across broad cultural landscapes."

—Troy Duster, author of *Backdoor to Eugenics*

2011. 368 pages. 7 halftones. 1 line illus. 4 maps.

Pa: 978-0-691-12317-2 \$35.00 | £24.95  
Cl: 978-0-691-12316-5 \$90.00 | £62.00

Winner of the 2009 Diana Forsythe Prize, American Anthropological Society

**Bipolar Expeditions**

Mania and Depression in American Culture

**Emily Martin**

"In this exciting book, Martin brilliantly sketches out a relationship between the frenetic pace of modern life and the way in which bipolar disorder is imagined and evoked."

—Tanya Luhrmann, author of *Of Two Minds: An Anthropologist Looks at American Psychiatry*

2009. 400 pages. 19 halftones. 6 tables.

Pa: 978-0-691-14106-0 \$28.95 | £19.95

**Codes of Finance**

Engineering Derivatives in a Global Bank

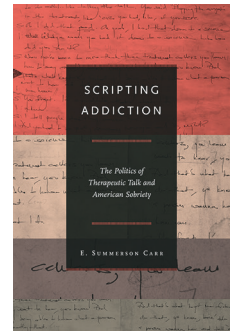
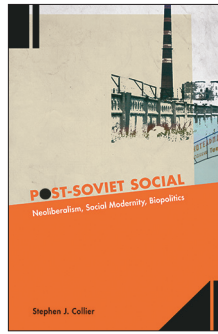
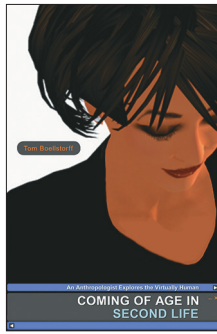
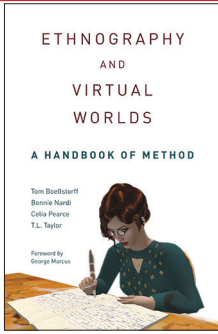
**Vincent Antonin Lépinay**

"The first in-depth anthropological study of how banks invent new financial products."

—*Guardian*

2011. 304 pages. 25 line illus. 1 table.

Cl: 978-0-691-15150-2 \$39.50 | £27.95



With a foreword by George Marcus  
**Ethnography and Virtual Worlds**  
 A Handbook of Method

**Tom Boellstorff, Bonnie Nardi, Celia Pearce & T. L. Taylor**

"What does 'being there to know there' mean in the virtual world? 'Not much,' I used to think! Maybe 'virtual ethnography' was an oxymoron? This book changed my mind. Most surprising is how the authors' distillation of ethnography for virtual worlds reveals its essential and classical features. This book renews the craft of ethnography for all of the social sciences in virtual and physical worlds alike, making us think differently about both."

—Paul Willis, author of *Learning to Labor: How Working Class Kids Get Working Class Jobs*

2012. 264 pages.

Pa: 978-0-691-14951-6 \$22.95 | £15.95  
 Cl: 978-0-691-14950-9 \$70.00 | £48.95

**Also by Tom Boellstorff**

Winner of the 2009 Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture, Media Ecology Association  
 Honorable Mention, 2008 PROSE Award for Excellence in Media and Cultural Studies, Association of American Publishers  
 One of *Choice's* Outstanding Academic Titles for 2009

**Coming of Age in Second Life**

An Anthropologist Explores the Virtually Human

"[In this book,] we read about a fascinating, and to many of us mystifying, world. How do people make actual money in this virtual society? (They do.) How do they make friends with other avatars? The reader unfamiliar with such sites learns a lot."

—Michelle Press, *Scientific American*

2010. 336 pages. 24 halftones.

Pa: 978-0-691-14627-0 \$27.95 | £19.95

Winner of the 2005 Ruth Benedict Prize, Society for Lesbian and Gay Anthropologists, American Anthropological Association

**The Gay Archipelago**

Sexuality and Nation in Indonesia

"*The Gay Archipelago* is a landmark book, both for studies of Indonesia and for studies of comparative sexualities. Tom Boellstorff manages to integrate grounded narratives of personal experience in larger theoretical notions of identity and nation, and in so doing to develop perhaps the most sophisticated case study yet written of the ways in which sexual subjectivities reflect, and help shape, national identity."

—Dennis Altman, author of *Global Sex* and *Gore Vidal's America*

2006. 304 pages. 6 halftones. 13 line illus. 2 tables. 3 maps.

Pa: 978-0-691-12334-9 \$31.95 | £21.95

**Post-Soviet Social**  
 Neoliberalism, Social  
 Modernity, Biopolitics  
**Stephen J. Collier**

"This is an important and timely book. Unlike previous scholars who have attempted a Foucaultian analysis of Soviet governmentality, Stephen Collier situates his study in relation to both Tsarist disciplinary forms and post-Soviet neoliberalism. This is therefore a highly ambitious book, whose aim is to examine a historical series that has always been in contrast with more intensively analyzed Euro-American social forms."

—Caroline Humphrey, University of Cambridge

2011. 320 pages. 2 halftones. 5 line illus.

Pa: 978-0-691-14831-1 \$26.95 | £18.95  
 Cl: 978-0-691-14830-4 \$70.00 | £48.95

Winner of the 2012 Edward Sapir Book Prize, Society for Linguistic Anthropology

**Scripting Addiction**  
 The Politics of Therapeutic  
 Talk and American Sobriety  
**E. Summerson Carr**

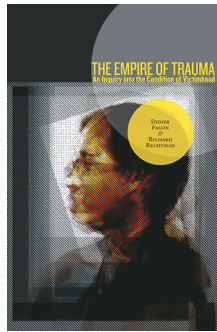
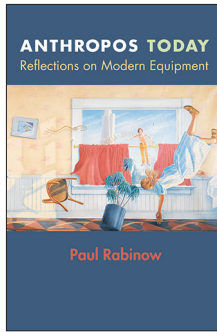
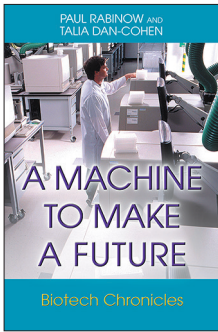
"*Scripting Addiction* is an original and meticulous ethnographic account of a decidedly post-Freudian 'talking cure,' in a treatment program for drug addiction. One of the book's notable successes is its account of how clients acquire skills necessary for reading, analyzing, and strategically responding to the social-service transactions that are integral to their lives."

—Allan Young, McGill University

2010. 344 pages. 8 line illus. 1 table.

Pa: 978-0-691-14450-4 \$30.95 | £21.95  
 Cl: 978-0-691-14449-8 \$82.50 | £57.50

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With a new afterword by the authors

## A Machine to Make a Future

Biotech Chronicles

Paul Rabinow & Talia Dan-Cohen

"The strength of Rabinow's approach is that we hear the voices of scientists at work. Not only do they describe the science itself, but they also provide their perception of its importance. . . . We are given a rare glimpse into the professional lives of the participants and the energy that drives their scientific and personal decisions."

—William A. Haseltine, *Science*

2006. 224 pages. 8 halftones.

Pa: 978-0-691-12614-2 \$27.95 | £19.95

Also by Paul Rabinow

## Marking Time

On the Anthropology of the Contemporary

"Paul Rabinow has proved again that he is one of our most incisive commentators on the vital question of our time—what it means to be human today. The reflections gathered in this book engage with the question from a remarkable array of starting points—from speculative philosophical histories through the artisanship of painting to the creative labor that sequenced the genome of the fruit fly. In the process, he delineates a methodology for the anthropology of the contemporary that is productive and provocative in equal measure."

—Nikolas Rose, London School of Economics and Political Science

2007. 176 pages.

Pa: 978-0-691-13363-8 \$26.95 | £18.95

## Anthropos Today

Reflections on Modern Equipment

"This is an immensely stimulating, riveting work: erudite but highly accessible, wide-ranging in its curiosity and readings, but coherent. A remarkably mature performance that synthesizes many strands of Rabinow's thought over his career, it speaks articulately to the discontents and predicaments of the present."

—George Marcus, author of *Ethnography through Thick and Thin*

*In-Formation*

2003. 176 pages.

Pa: 978-0-691-11566-5 \$27.95 | £19.95

Winner of the 2010 William A. Douglass Prize in Europeanist Anthropology, Society for the Anthropology of Europe

## The Empire of Trauma

An Inquiry into the Condition of Victimhood

Didier Fassin & Richard Rechtman

Translated by Rachel Gomme

"An enormous achievement. *The Empire of Trauma* offers not only an understanding of the anthropology of the concept of trauma in general, but also a very interesting discussion of the development of values and value systems in our globalized world."

—David Becker, Free University Berlin

2009. 320 pages.

Pa: 978-0-691-13753-7 \$28.95 | £19.95

Co-Winner of the 2003 Victor Turner Prize in Ethnographic Writing, Society for Humanistic Anthropology

Honorable Mention, 2004 Sharon Stephens First Book Award, American Ethnological Society

One of *Choice's* Outstanding Academic Titles for 2003

## In Amazonia

A Natural History

Hugh Raffles

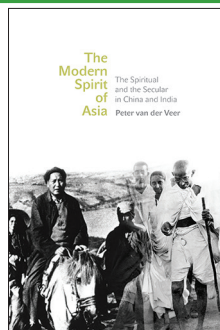
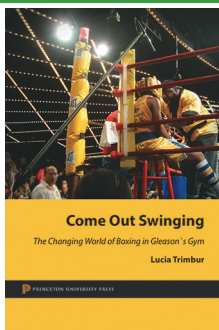
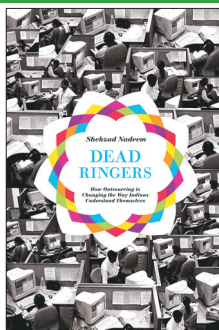
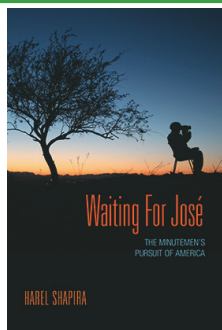
"Without question this is the best book about the Amazon I have read in many years. It is a major contribution to the literature (in every sense) of the region, to the history and sociology of science, and to anthropology in general. Solid, beautifully written, beautifully judged and paced, it has a great deal to offer those knowing everything or nothing about the Amazon."

—David Cleary, author of *Anatomy of the Amazon Gold Rush*

2002. 320 pages. 23 halftones. 3 maps.

Pa: 978-0-691-04885-7 \$35.00 | £24.95

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NEW

## Waiting for José

The Minutemen's Pursuit of America

Harel Shapira

"*Waiting for José* is a haunting and important book about the activists who patrol the border between Mexico and the United States, hoping to save their country and redeem their own lives, too. Harel Shapira resists the urge to praise or blame the Minutemen for their campaign against 'illegal immigrants.' Instead he aims to understand how and why they've mobilized, and to explain what their movement means. Every page of this deeply affecting ethnography is on the mark."

—Eric Klinenberg, author of *Going Solo: The Extraordinary Rise and Surprising Appeal of Living Alone*

2013. 208 pages. 10 line illus.

Cl: 978-0-691-15215-8 \$27.95 | £19.95

NEW PAPERBACK

Finalist for the 2011 C. Wright Mills Award, Society for the Study of Social Problems

## Dead Ringers

How Outsourcing Is Changing the Way Indians Understand Themselves

Shehzad Nadeem

"[Nadeem] offers concrete and important insight into the world of outsourcing. . . . One cannot help agreeing with the author that the brave new IT world documented in his interviews disturbs more than it shines."

—Andrew Robinson, *Nature*

2013. 288 pages. 3 halftones. 3 tables.

Pa: 978-0-691-15965-2 \$24.95 | £16.95

Cl: 978-0-691-14787-1 \$39.95 | £27.95

NEW

## Come Out Swinging

The Changing World of Boxing in Gleason's Gym

Lucia Trimbur

"What is work? Trimbur's exquisite ethnography reveals postindustrial New York as a socially and spatially segregated landscape shaped by disappearing jobs for—and relentless criminalization of—modestly educated people of color. By developing their bodies as worksites and instruments, the boxers Trimbur describes enact complex understandings of the contradictory struggles to remix their labor with the external world. These sobering insights give me hope."

—Ruth Wilson Gilmore, author of *Golden Gulag: Prisons, Surplus, Crisis, and Opposition in Globalizing California*

2013. 224 pages. 5 halftones.

Cl: 978-0-691-15029-1 \$27.95 | £19.95

[press.princeton.edu](http://press.princeton.edu)

NEW

## The Modern Spirit of Asia

The Spiritual and the Secular in China and India

Peter van der Veer

"This wonderful book traces the way interactions with Western imperial power have shaped aspects of nationalism in the two emerging Asian giants, China and India. Peter van der Veer knows these two societies intimately, which is one reason why his study is so perceptive and so informative. At once highly readable and scholarly, *The Modern Spirit of Asia* is strongly recommended for specialists and nonspecialists alike."

—Talal Asad, Graduate Center, City University of New York

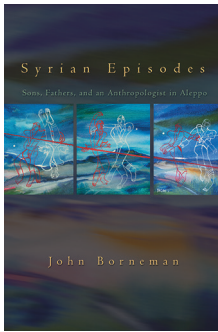
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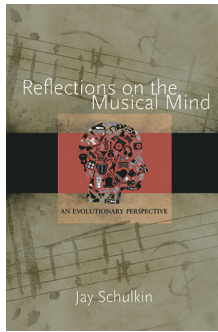
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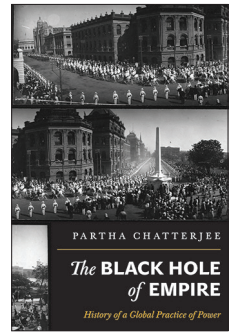
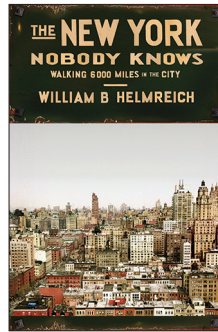
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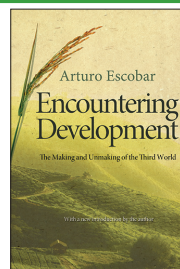
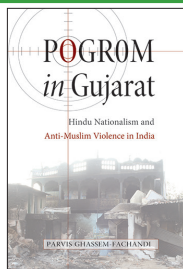
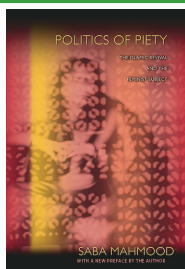
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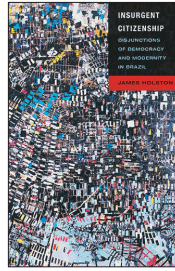
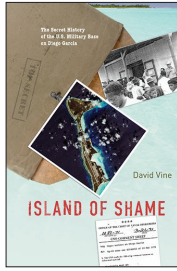
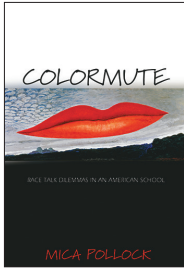
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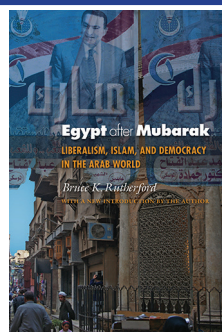
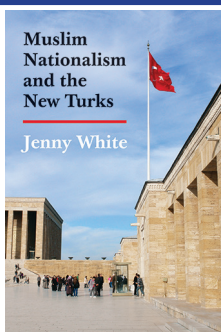
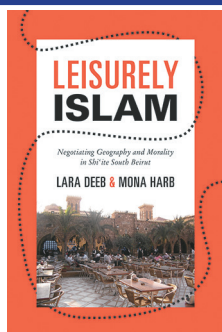
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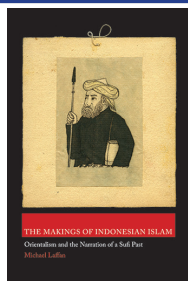
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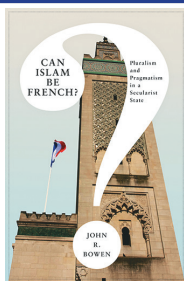
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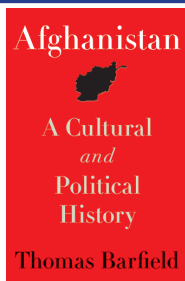
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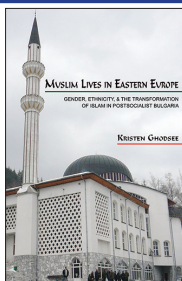
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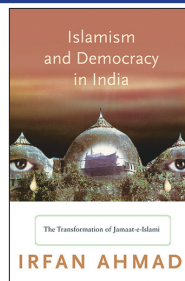
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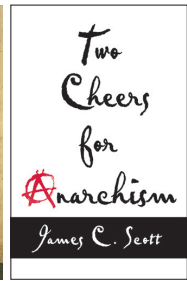
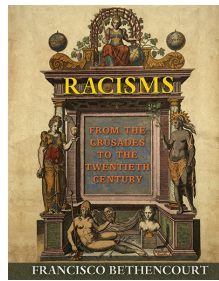
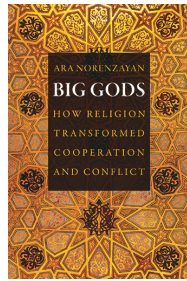
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