

## Panera Bread Case Mcgraw Hill

What if you had a Framework to make better decisions at home and at work? And what if you could inspire and empower your children, students, clients, or anyone else you mentor with confidence to make better life decisions in an uncertain world? Written by a father and son, Daniel Friedland, MD and Zach Friedland, *The Big Decision* is a story about a teen boy who is faced with making a big decision - and about a gift his father gives him to help him make better decisions as he emerges into adulthood. In the first part of the book, Zach shares his story about how Ryan, an up and coming star running back for his middle school football team, is faced with a big decision. When he asks his parents for help, rather than telling him what to do, his father teaches him a framework to make his big decision for himself. In the second half of the book, written as a guide for parents, teachers, counselors, coaches and leaders, Dr. Daniel Friedland, one of the leading experts on how doctors are trained to make medical decisions, shares how you can use this 4-Step Framework to make better life decisions. He also shares the science behind how your brain works and how you can better work your brain to do so. Be inspired and empowered to make your big decisions. Think about with whom you'd want to read and discuss this book. Reading and sharing its lessons may well be one of the best decisions you'll ever make!

"Minervini has run circles around most PhDs trying to design systems to beat the market." -- JACK SCHWAGER, bestselling author of *Stock Market Wizards* "Mark's book has to be on every investor's bookshelf. It is about the most comprehensive work I have ever read on investing in growth stocks." -- DAVID RYAN, three-time U.S. Investing Champion "[Minervini is] one of the most highly respected independent traders of our generation. His experience and past history of savvy market calls is legendary." -- CHARLES KIRK, *The Kirk Report* "One of Wall Street's most remarkable success stories." -- BEN POWER, *Your Trading Edge*

**THE INVESTOR'S GUIDE TO SUPERPERFORMANCE!** Dramatically increase your stock market returns with the legendary SEPA system! For the first time ever, U.S. Investing Champion Mark Minervini reveals the proven, time-tested trading system he used to achieve triple-digit returns for five consecutive years, averaging 220% per year for a 33,500% compounded total return. In *Trade Like a Stock Market Wizard*, Minervini unveils his trademarked stock market method SEPA, which provides outsized returns in virtually every market by combining careful risk management, self-analysis, and perseverance. He explains in detail how to select precise entry points and preserve capital—for consistent triple-digit returns. Whether you're just getting started in the stock market or you're a seasoned pro, Minervini will show you how to achieve SUPERPERFORMANCE! You'll gain valuable knowledge as he shares lessons, trading truths, and specific tactics--all derived from his 30-year career as one of America's most successful stock traders. *Trade Like a Stock Market Wizard* teaches you: How to find the best stocks before they make big price gains How to avoid costly mistakes made by most investors How to manage losses and protect profits How to avoid high-risk situations Precisely when to buy and when to sell How to buy an IPO Why traditional valuation doesn't work for fast-growing Superperformers Examples of Minervini's personal trades with his comments With more than 160 chart examples and numerous case studies proving the remarkable effectiveness of Minervini's methodology, *Trade Like a Stock Market Wizard* puts in your hands one of the most effective and--until now--secretive stock investing systems in the world. MARK MINERVINI has a trademarked stock market method that produces outsized returns in virtually every market. It's called Specific Entry Point Analysis--SEPA--and it has been proven effective for selecting precise entry points, preserving capital and profits with even more precise exit points--and consistently producing triple-digit returns. Now, in *Trade Like a Stock Market Wizard*, Minervini shares--for the first time ever--his coveted methodology with investors like you!

**Secure Your Wireless Networks the Hacking Exposed Way** Defend against the latest pervasive and devastating wireless attacks using the tactical security information contained in this comprehensive volume. *Hacking Exposed Wireless* reveals how hackers zero in on susceptible networks and peripherals, gain access, and execute debilitating attacks. Find out how to plug security holes in Wi-Fi/802.11 and Bluetooth systems and devices. You'll also learn how to launch wireless exploits from Metasploit, employ bulletproof authentication and encryption, and sidestep insecure wireless hotspots. The book includes vital details on new, previously unpublished attacks alongside real-world countermeasures. Understand the concepts behind RF electronics, Wi-Fi/802.11, and Bluetooth Find out how hackers use NetStumbler, WiSPY, Kismet, KisMAC, and AiroPeek to target vulnerable wireless networks Defend against WEP key brute-force, aircrack, and traffic injection hacks Crack WEP at new speeds using Field Programmable Gate Arrays or your spare PS3 CPU cycles Prevent rogue AP and certificate authentication attacks Perform packet injection from Linux Launch DoS attacks using device driver-independent tools Exploit wireless device drivers using the Metasploit 3.0 Framework Identify and avoid malicious hotspots Deploy WPA/802.11i authentication and encryption using PEAP, FreeRADIUS, and WPA pre-shared keys

For courses in strategy and strategic management. Core strategic management concepts without the excess. Just the essentials, *Strategic Management and Competitive Advantage* strips out excess by only presenting material that answers the question: does this concept help students analyze real business situations? This carefully crafted approach provides students with all the tools necessary for strategic analysis. MyManagementLab for Strategic Management is a total learning package. MyManagementLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. Please note that the product you are purchasing does not include MyManagementLabLab. MyManagementLabLab Join over 11 million students benefiting from Pearson MyLabs. This title can be supported by MyManagementLabLab, an online homework and tutorial system designed to test and build your understanding. Would you like to use the power of MyManagementLabLab to accelerate your learning? You need both an access card and a course ID to access MyManagementLabLab. These are the steps you need to take: 1. Make sure that your lecturer is already using the system Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. 2. Check whether an access card has been included with the book at a reduced cost If it has, it will be on the inside back cover of the book. 3. If you have a course ID but no access code, you can benefit from MyManagementLabLab at a reduced price by purchasing a pack containing a copy of the book and an access code for MyManagementLabLab (ISBN:9781292060378) 4. If your lecturer is using the MyLab and you would like to purchase the product... Go to [www.mymanagementlab.com](http://www.mymanagementlab.com) to buy access to this interactive study programme. For educator access, contact your Pearson representative. To find out who your Pearson representative is, visit [www.pearsoned.co.uk/relocator](http://www.pearsoned.co.uk/relocator)

America's elite have been using cash value life insurance to stockpile wealth for centuries. Used correctly, it is better described as

a personal bank on steroids, and a financial bunker for tough times. To be clear, this book is not about the typical garbage peddled by most insurance agents. Rather, an alternative to the risky investment strategies taught by Wall Street. It details a highly efficient form of cash value life insurance designed to supercharge your savings and stockpile wealth. A product so powerful it's responsible for the success of Walt Disney, JC Penney, Ray Kroc, and thousands of others. Here's what you'll discover: How the wealthy use this vehicle to create more wealth, take less risk, and create predictable income down the road Why banks and corporations place billions of dollars in this powerful vehicle How I earned over 300 percent returns leveraging my life insurance policies How you can create a safe, predictable foundation to enhance every financial decision you make How to win with taxes and keep more of the money you make While the information compiled into this book is valuable, you'll also find three case studies that show you exactly how it works. You'll be able to visually see how it grows, how it's accessed, as well as the future income that can be taken. \_\_\_\_\_ Influencers of this book are Nelson Nash, his book "Becoming Your Own Banker: Unlock the Infinite Banking Concept"; Pamela Yellen, her book "Bank on Yourself"; Dwayne Burnell, his book "Financial Independence in the 21st Century - Life Insurance \* Utilize the Infinite Banking Concept \* Compliment Your 401K - Retirement Planning With Permanent Whole Life versus Term or Universal - Create Financial Peace"; and my Father Dan Thompson, and his book "The Banking Effect: Acquiring wealth through your own Private Banking System." I was introduced to these financial strategies at a young age, and this is book represents the effort and energy on both the part of everyone of my mentors, these authors here, as well as my own diligence in learning about and implementing these very same strategies into my personal finances. This book is designed to simplify some of the concepts surrounding cash value life insurance, such as Infinite Banking and Bank on Yourself, and make them easier to understand, stripping them down to the core benefits of cash value life insurance.

In this #1 New York Times bestseller, the CEO of Starbucks recounts the story and leadership lessons behind the global coffee company's comeback and continued success. In 2008, Howard Schultz decided to return as the CEO of Starbucks to help restore its financial health and bring the company back to its core values. In Onward, he shares this remarkable story, revealing how, during one of the most tumultuous economic periods in American history, Starbucks again achieved profitability and sustainability without sacrificing humanity. Offering you a snapshot of the recession that left no company unscathed, the book shows in riveting detail how one company struggled and recreated itself in the midst of it all. In addition, you'll get an inside look into Schultz's central leadership philosophy: It's not about winning, it's about the right way to win. Onward is a compelling, candid narrative documenting the maturing of a brand as well as a businessman. Ultimately, Schultz gives you a sense of hope that, no matter how tough times get, the future can be more successful than the past.

This was the first mainstream organizational behaviour text on the market and continues its tradition of being the most current and up to date researched text today. The author, Fred Luthans, is well known in this field, and is the fifth highest publisher in the Academy of Management Journal. He continues to do research in the area of organizational behaviour. This text is aimed at professors who take a research based and conceptual approach to their OB course.

Marketing Management, 9/e, by Peter and Donnelly, is praised in the market for its organization, format, clarity, brevity and flexibility. The goal of this text is to enhance students' knowledge of marketing management and to advance their skills in utilizing this knowledge to develop and maintain successful marketing strategies. The six stage learning approach is the focus of the seven unique sections of the book. Each section has as its objective either knowledge enhancement or skill development, or both. The framework and structure of the book is integrated throughout the sections of the new edition. The basic structure of the text continues to evolve and expand with numerous updates and revisions throughout.

Go beyond ¿Cómo se dice? and add thousands of words to your Spanish vocabulary To communicate comfortably in Spanish, you need access to a variety of words that go beyond the basics, as well as a solid foundation in grammar. In Practice Makes Perfect: Spanish Vocabulary you get the tools you need to expand your lexicon and sharpen your speaking and writing skills. And how do you this? PRACTICE, PRACTICE, PRACTICE! Each chapter of this comprehensive book focuses on a theme, such as family or travel, so you can build your language skills in a systematic manner. As you lay the foundation for a burgeoning vocabulary, you will perfect your new words with plenty of exercises and gain the confidence you need to communicate well in Spanish. This new edition of Practice Makes Perfect: Spanish Vocabulary offers you: More than 240 exercises Concise grammatical explanations The latest vocabulary in such areas as technology, communications, and the media An answer key to gauge your comprehension WITH HELP FROM THIS BOOK, YOU CAN EASILY SPEAK OR WRITE IN SPANISH ABOUT: Different occupations and jobs \* Spanish holidays and traditions \* Food and drink \* Politics and current events \* Your social life \* Your family and friends \* Business and money \* Your favorite entertainment venues \* Your family's background . . . and much more

This game-changing "how-to" shows leaders how to increase engagement by harnessing employees' motivation for happiness. Our efforts to increase employee engagement are failing because employees simply aren't motivated to improve their engagement. In this illuminating book from Eric Karpinski, managers and team leaders will learn the key to effectively engaging employees: focus on happiness. But not all types of happiness drive engagement; by selecting specific strategies that activate employees' inherent motivation for certain types of happiness, you can simultaneously boost engagement and organizational performance. Everybody wins. In Put Happiness to Work, Karpinski draws on his deep experience at the intersection of business and psychology to lay out a step-by-step program that includes specific activities to enhance engagement and generate happiness at work. Utilizing existing work habits and meetings, these dynamic yet simple tools will hardwire effective changes into leaders' and employees' behavior, creating long-term, sustainable engagement. Based on more than 10 years of experience applying top positive psychology and neuroscience research in the workplace, Karpinski's strategies are easy to implement and are critical to helping leaders unlock the kind of engagement organizations need to thrive.

This Global edition has been designed specifically to meet the needs of international financial accounting students. The text successfully implements a real-world, single focuscompany approach in every chapter. The companies chosen are engaging and the decision-making focus shows the relevance of financial accounting in the real world. In addition to the latest examples of both contemporary and traditional topics, new material has been added to make the content more relevant and improve learning outcomes for the international student.

Raymond Noe's Employee Training and Development sets the standard in this course area. First introduced in 1998, ETD became the market-defining text within 6 months of publication. Its popularity is due to its lively writing style and relevant examples of the most up-to-date developments in training, research and practice, including the strategic role of training and the use of new technologies in training. Employee Training and Development strikes a balance between research and real company practices. It provides students with a solid background in the fundamentals of training and development such as needs assessment, transfer of training, learning environment design, methods, and evaluation. To help students better understand the relationship between the main elements of the book, the book is now organized into five different parts. Part I focuses on the context for training and development and includes a chapter devoted to strategic training. Part II includes coverage related to the fundamentals of designing training programs. Chapters in Part II focus on needs assessment, learning theories and program design, transfer of training, and training evaluation. Part III focuses on training and development methods and includes chapters

devoted to traditional training methods, e-learning and the use of technology in training, employee development, and special issues in employee development, such as managing diversity, succession planning, and cross-cultural preparation. Chapters in Part IV cover career issues and how companies manage careers, as well as challenges in career management, such as dealing with work-life conflict, retirement, and socialization. Finally, Part V provides a look at the future of training and development.

This updated third edition presents a wide-scale, interdisciplinary guide to social media. Examining platforms like Facebook, Instagram, LinkedIn, Snapchat, TikTok, Twitter and YouTube, the book analyzes social media's use in journalism, broadcasting, public relations, advertising and marketing. Lipschultz focuses on key concepts, best practices, data analyses, law and ethics – all promoting the critical thinking that is needed to use new, evolving and maturing networking tools effectively within social and mobile media spaces. Featuring historical markers and contemporary case studies, essays from some of the industry's leading social media innovators and a comprehensive glossary, this practical, multipurpose textbook gives readers the resources they will need to both evaluate and utilize current and future forms of social media communication. Among other changes, updates to the third edition include a deep dive into new approaches to analytics, as well as greater discussion of law and ethics in light of the Facebook Cambridge Analytica scandal, the roll-out of GDPR and new case law relating to social media. Social Media Communication is the perfect social media primer for students and professionals, and, with a dedicated teaching guide, ideal for instructors, too.

Anyone Can Learn to Invest Wisely With This Bestselling Investment System! Through every type of market, William J. O'Neil's national bestseller *How to Make Money in Stocks* has shown over 2 million investors the secrets to successful investing. O'Neil's powerful CAN SLIM Investing System--a proven seven-step process for minimizing risk and maximizing gains--has influenced generations of investors. Based on a major study of all the greatest stock market winners from 1880 to 2009, this expanded edition gives you: Proven techniques for building stocks before they make big price gains Tips on picking the best stocks, mutual funds, and ETFs to maximize your gains 100 new charts to help you spot today's profitable trends Strategies to help you avoid the most common investor mistakes! The CAN SLIM Investing System The American Association of Individual Investors 12-year study of over 50 leading investment strategies found O'Neil's CAN SLIM System to be the top-performing strategy. CAN SLIM produced 2,763.3% over the 12 years vs. 14.9% for the S&P 500. Includes the Investor's Business Daily's Video Action Plan—an introduction to IBD's winning investment strategies, PLUS new high-resolution charts you can zoom in on Complete Investing System-You Get Started in Three Easy Steps: ACTIVATE YOUR eIBD SUBSCRIPTION You'll get one month of access to the tools and features in eIBD and investors.com to help you apply what you learn in *How to Make Money in Stocks* Get your first month of eIBD now at [investors.com/system](http://investors.com/system). Then, watch the Video Action Plan that gives you a quick overview for using eIBD. REGISTER FOR YOUR LIVE INVESTING WORKSHOP At this three-hour workshop, IBD experts will give you an overview of the CAN SLIM System and provide an action plan for using key features and investing tools. Call 1-800-831-2525 to register for the workshop nearest you. READ HOW TO MAKE MONEY IN STOCKS This book gives you the foundation for your investing success, so be sure to read each chapter carefully. Follow these three steps and you'll be on the path to being a more successful investor. You Can Do It, Too! "I figured I made more money in stocks using IBD as my daily resource than I've made as a CPA over the last 10 years." -- Robert F., Illinois, CPA "This system has helped me find the big winners in a market rally, and more importantly, it has helped me avoid the big losses in a market downturn." -- Michael A., Florida, retired

Aiming to bridge the gap between theory and application, this work focuses on strategic management.

*Essentials of Marketing* is a brief version of *Basic Marketing*, the worldwide market leading Principles text. *Basic Marketing* and *Essentials of Marketing* are the first books to develop and present the 4Ps framework (Product, Price, Place, Promotion) which describes the components of the marketing mix and forms the foundation of Marketing. Like *Basic Marketing*, *Essentials of Marketing* offers a very thorough integration of the latest marketing themes, topics, and examples woven throughout. While *Essentials of Marketing* is a brief text, it is not a cut-and-paste of *Basic Marketing*. It is written carefully, thoroughly and specifically to be suitable for shorter Marketing courses. Author Bill Perreault shows this same dedication to the supplements package. Where most principles of marketing texts have separate supplement authors, Bill Perreault creates every item in the package. This unique involvement ensures quality, accuracy, and reliability.

This work shows how the various elements of consumer analysis fit together in an integrated framework, called the Wheel of Consumer Analysis. Psychological, social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies. The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies. The text identifies three groups of concepts - affect and cognition, behaviour and the environment - and shows how these they influence each other as well as marketing strategy. The focus of the text is managerial, with a distinctive emphasis on strategic issues and problems. Cases and questions are included in each chapter.

(Black & White version) *Fundamentals of Business* was created for Virginia Tech's MGT 1104 Foundations of Business through a collaboration between the Pamplin College of Business and Virginia Tech Libraries. This book is freely available at: <http://hdl.handle.net/10919/70961> It is licensed with a Creative Commons-NonCommercial ShareAlike 3.0 license.

The *International Encyclopedia of Hospitality Management* is the definitive reference work for any individual studying or working in the hospitality industry. This new edition updates and significantly revises 25% of the entries and has an additional 20 new entries. New online material makes it the most up-to-date and accessible Hospitality Management encyclopedia on the market. It covers all of the relevant issues in the field of hospitality management from both a sectoral level: Lodging, Restaurants/Food service, Time-share, Clubs and Events as well as a functional one: Accounting &

Finance, Marketing, Strategic Management, Human Resources, Information Technology and Facilities Management. Its unique user-friendly structure enables readers to find exactly the information they require at a glance; whether they require broad detail which takes a more crosssectional view across each subject field, or more focused information which looks closely at specific topics and issues within the hospitality industry today.

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Strategic Management: Concepts 2e by Frank T. Rothaermel combines quality and user-friendliness with rigor and relevance by synthesizing theory, empirical research, and practical applications in this new edition, which is designed to prepare students for the types of challenges they will face as managers in the globalized and turbulent business environment of the 21st century. With a single, strong voice that weaves together classic and cutting-edge theory with in-chapter cases and strategy highlights, to teach students how companies gain and sustain competitive advantage.

OneBook...OneVoice...OneVision

A diverse approach to understanding and managing diversity. Understanding and Managing Diversity uses applications to clarify the complexity of a diverse workforce, and explains how it can be used as an organizational asset. This text also provides readers with a wide range of expertise—from the perspective of experienced interdisciplinary instructors (business, psychology, economics, theology, law, politics, history, etc.) to practitioners (diversity trainers, corporate managers, etc.). This edition has been substantially updated to reflect the changing diversity issues in today's workplace—including 18 new and 15 revised articles/cases/exercises.

Basic Marketing 17e builds on the foundation pillars of previous editions – the four Ps framework, managerial orientation, and strategy planning focus. The Perreault franchise was the pioneer of the "four Ps" in the introductory marketing course. The unifying focus of Basic Marketing has always been on how to make the marketing decisions that a manager must make in deciding what customers to focus on and how best to meet their needs. Over many editions there has been constant change in marketing management and the marketing environment. Some of the changes have been dramatic, and others have been subtle. As a result, the authors have made ongoing changes to the text to reflect marketing's best practices and ideas. Throughout all of these changes, Basic Marketing and the supporting materials that accompany it have been more widely used than any other teaching materials for introductory marketing. Consistent with our belief in continuous quality improvement, this edition has been critically revised, updated, and rewritten to reflect new concepts, new examples, and recent "best practices." This edition extends the strategy planning approach, integrating concepts tightly with the marketing strategy planning model.

Marketing attempts to influence the way consumers behave. These attempts have implications for the organizations making the attempt, the consumers they are trying to influence, and the society in which these attempts occur. We are all consumers and we are all members of society, so consumer behavior, and attempts to influence it, are critical to all of us. This text is designed to provide an understanding of consumer behavior. This understanding can make us better consumer, better marketers, and better citizens. A primary purpose of this text is to provide the student with a usable, managerial understanding of consumer behavior.-Pref.

Get the most out of the all-new release of Outlook Centralize communications and schedule management with Outlook 2007 using this easy-to-use guide. Get a quick tour of new and updated Outlook features, including the redesigned interface, then dig into managing your e-mail; recording and tracking appointments and upcoming events; integrating with other Office applications; and much more. With valuable tips on customization, security, and mobilizing your Outlook data, this is a must-have resource for every Outlook 2007 user. Navigate the new interface and learn keyboard shortcuts Manage multiple e-mail accounts, create folders, and automate mail handling Learn advanced e-mail management strategies, such as intelligent grouping, filtering, and Color Categories Create Tasks and To-Do items and use the To-Do Bar Create search folders, plus manage and archive information Navigate the Notes and Journal functions Customize the user interface, including toolbars and menus Secure your account and block junk mail and spam Mobilize your Outlook data so you can stay connected while on the road Use Outlook with Microsoft Exchange and SharePoint Services Connect Hotmail and Gmail accounts to Outlook

STARBUCKED will be the first book to explore the incredible rise of the Starbucks Corporation and the caffeine-crazy culture that fueled its success. Part Fast Food Nation, part Bobos in Paradise, STARBUCKED combines investigative heft with witty cultural observation in telling the story of how the coffeehouse movement changed our everyday lives, from our evolving neighborhoods and workplaces to the ways we shop, socialize, and self-medicate. In STARBUCKED, Taylor Clark provides an objective, meticulously reported look at the volatile issues like gentrification and fair trade that distress activists and coffee zealots alike. Through a cast of characters that includes coffee-wild hippies, business sharks, slackers, Hollywood trendsetters and more, STARBUCKED explores how America transformed into a nation of coffee gourmets in only a few years, how Starbucks manipulates psyches and social habits to snare loyal customers, and why many of the things we think we know about the coffee commodity chain are false.

Allowing the reader to learn how and why the world's leading marketers are growing customer share, this text shows how to successfully increase the amount of business from loyal customers.

Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond.

In Homer Economicus a cast of lively contributors takes a field trip to Springfield, where the Simpsons reveal that economics is everywhere. By exploring the hometown of television's first family, this book provides readers with the economic tools and insights to guide them at work, at home, and at the ballot box. Since The Simpsons centers on the daily lives of the Simpson family and its colorful neighbors, three opening

chapters focus on individual behavior and decision-making, introducing readers to the economic way of thinking about the world. Part II guides readers through six chapters on money, markets, and government. A third and final section discusses timely topics in applied microeconomics, including immigration, gambling, and health care as seen in *The Simpsons*. Reinforcing the nuts and bolts laid out in any principles text in an entertaining and culturally relevant way, this book is an excellent teaching resource that will also be at home on the bookshelf of an avid reader of pop economics.

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