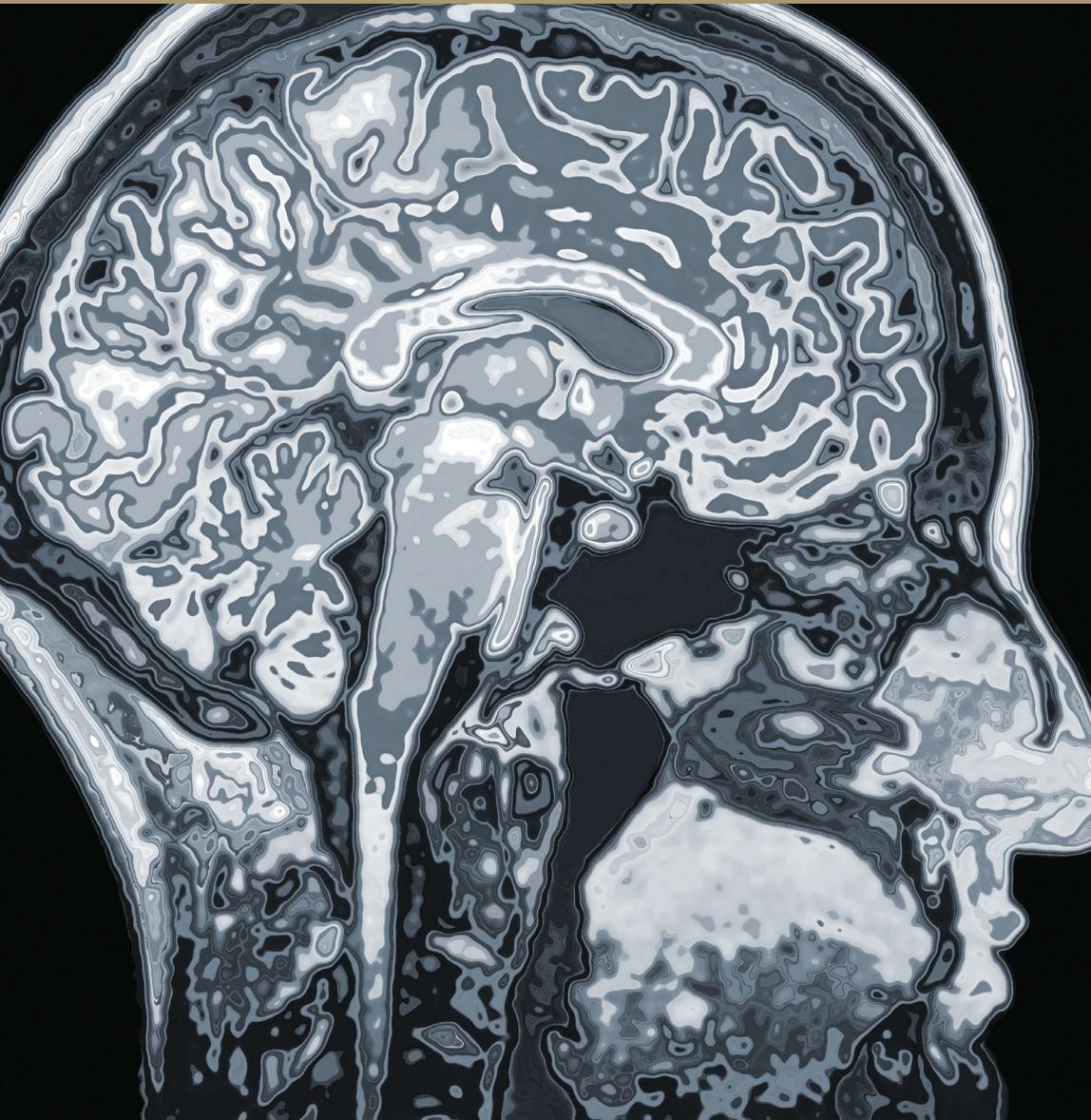
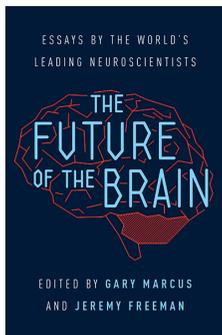


Brain & Cognitive Science
2015





Forthcoming

The Future of the Brain

Essays by the World's Leading Neuroscientists
Edited by Gary Marcus & Jeremy Freeman

"This is a wonderful way to launch yourself into the exciting world of twenty-first-century neuroscience, whether you are a scientist or an intellectually curious layperson. The power in this sampler is that the coverage is not just technical but conceptual: the essays probe the ways in which an understanding of the brain will and won't illuminate the mind, and they do so with depth and balance rather than the usual breathless hype."

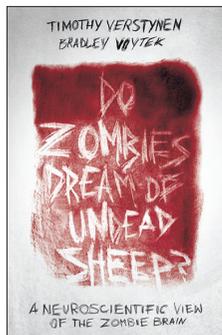
—Steven Pinker, author of *How the Mind Works*

"Massive technological advances promise rapid and profound discoveries in neuroscience, with very broad implications for our understanding of behavior, ethics, and even religion. Featuring contributions by acknowledged experts, this collection provides a fascinating look at what is happening in the 'big science' of the brain."

—Michael C. Corballis, author of *The Recursive Mind: The Origins of Human Language, Thought, and Civilization*

An unprecedented look at the quest to unravel the mysteries of the human brain, *The Future of the Brain* takes readers to the absolute frontiers of science. Original essays by leading researchers such as Christof Koch, George Church, Olaf Sporns, and May-Britt and Edvard Moser describe the spectacular technological advances that will enable us to map the more than eighty-five billion neurons in the brain, as well as the challenges that lie ahead in understanding the anticipated deluge of data and the prospects for building working simulations of the human brain. A must-read for anyone trying to understand ambitious new research programs such as the Obama administration's BRAIN Initiative and the European Union's Human Brain Project, *The Future of the Brain* sheds light on the breathtaking implications of brain science for medicine, psychiatry, and even human consciousness itself.

December 2014. 264 pages. 9 color illus. 2 halftones. 18 line illus.
Cl: 978-0-691-16276-8 \$24.95 | £16.95



New

Do Zombies Dream of Undead Sheep?

A Neuroscientific View of the Zombie Brain
Timothy Verstynen & Bradley Voytek

"In *Do Zombies Dream of Undead Sheep?*, Verstynen and Voytek expertly unravel the mysteries of the zombie brain. Equal parts entertaining and informative, this important and brilliant must-read just might save the world someday. I gobbled it up like a zombie eating brains!"

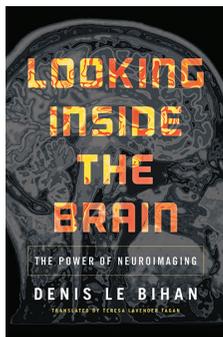
—Matt Mogk, author of *Everything You Ever Wanted to Know about Zombies*

"Verstynen and Voytek have written an entertaining and accessible book that uses the zombie brain to illustrate some of the key principles of neuroscience. Get your teeth into it!"

—Mo Costandi, neuroscience blogger for the *Guardian*

Even if you've never seen a zombie movie or television show, you could identify an undead ghoul if you saw one. With their endless wandering, lumbering gait, insatiable hunger, antisocial behavior, and apparently memory-less existence, zombies are the walking nightmares of our deepest fears. What do these characteristic behaviors reveal about the inner workings of the zombie mind? Could we diagnose zombism as a neurological condition by studying their behavior? In *Do Zombies Dream of Undead Sheep?*, neuroscientists and zombie enthusiasts Timothy Verstynen and Bradley Voytek apply their neuro-know-how to dissect the puzzle of what has happened to the zombie brain to make the undead act differently than their human prey.

2014. 272 pages. 16 line illus.
Cl: 978-0-691-15728-3 \$19.95 | £13.95



Forthcoming

Looking Inside the Brain

The Power of Neuroimaging

Denis Le Bihan

Translated by Teresa Lavender Fagan

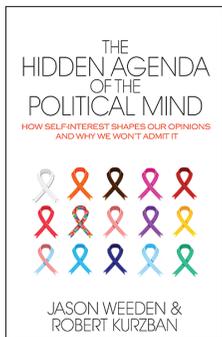
"Written by the inventor of diffusion MRI, *Looking Inside the Brain* is a well-informed and accessible book that explores the major outcomes and breakthroughs of brain imaging."

—Jean-Pierre Changeux, coauthor of *The Good, the True, and the Beautiful* and *What Makes Us Think?*

"Modern neuroscience provides daring insight into the incredibly complex organ that is the brain—insight based on vast volumes of data obtained by the most sophisticated technology. Le Bihan is uniquely qualified to tell the story of brain imaging, from both neurological and technical perspectives."

—R. Nick Bryan, emeritus professor of radiology, University of Pennsylvania

December 2014. 216 pages. 59 color illus.
Cl: 978-0-691-16061-0 \$29.95 | £19.95



New

The Hidden Agenda of the Political Mind

How Self-Interest Shapes Our Opinions and Why We Won't Admit It

Jason Weeden & Robert Kurzban

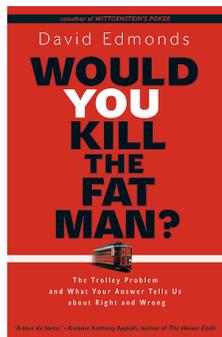
"Weeden and Kurzban are brilliant thinkers who provide a broader, deeper, and occasionally unsettling new perspective on how our self-interest influences our choices—even choices made by those of us who cherish the belief that we are not motivated by self-interest. Read it and weep, or laugh."

—Douglas T. Kenrick, coauthor of *The Rational Animal: How Evolution Made Us Smarter Than We Think*

"The ideas that Weeden and Kurzban explore in this book are transformative. They will get people thinking and talking about human behavior, morality, and politics in entirely new ways. *The Hidden Agenda of the Political Mind* is an important book."

—Joshua Tybur, VU University Amsterdam

2014. 376 pages. 2 line illus. 3 tables.
Cl: 978-0-691-16111-2 \$29.95 | £19.95



New

Would You Kill the Fat Man?

The Trolley Problem and What Your Answer Tells Us about Right and Wrong

David Edmonds

"Informative, accessible, engaging and witty, his book is a marvelous introduction to debates about right and wrong in philosophy, psychology, and neuro-science. . . . In the hands of a lucid explicator like David Edmonds, trolleyology is, at once, serious business (relevant, among others things, to preferences for drone strikes) and lots of fun."

—Glenn Altschuler, *Psychology Today*

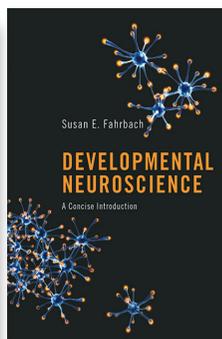
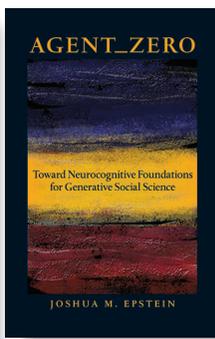
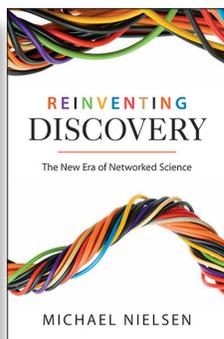
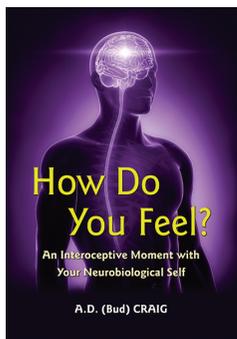
"Lucid, witty, and beautifully written, this book is a pleasure to read. While providing an introduction to moral philosophy, it also presents engaging portraits of some of the greatest moral philosophers from Thomas Aquinas to the present day, and it makes the case for the relevance to ethics of the new experimental moral psychology. It is a tour de force."

—Kwame Anthony Appiah, author of *The Honor Code: How Moral Revolutions Happen*

2013. 248 pages. 10 line illus.
Cl: 978-0-691-15402-2 \$19.95 | £13.95



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Forthcoming

How Do You Feel?

An Interoceptive Moment with Your Neurobiological Self

A. D. (Bud) Craig

"In this engaging book, Craig develops a revolutionary new approach to how we think about emotions. *How Do You Feel?* provides a compelling and comprehensive view of a major shift in the field. It reflects Craig's almost encyclopedic knowledge, and is an impressive collection and integration of scientific facts." —Martin P. Paulus, University of California, San Diego

How Do You Feel? brings together startling evidence from neuroscience, psychology, and psychiatry to present revolutionary new insights into how our brains enable us to experience the range of sensations and mental states known as feelings.

December 2014. 384 pages. 16 color illus. 20 line illus.

Cl: 978-0-691-15676-7 \$39.50 | £27.95

New Paperback

One of the *Financial Times*' Best Books on Science for 2011

One of the *Boston Globe*'s Best Books on Science for 2011

Reinventing Discovery

The New Era of Networked Science

Michael Nielsen

"The book is full of gems . . . lessons from internet experiments in collective intelligence, with deep thought about how they apply to the future of what Nielsen calls Networked Science. Highly recommended!"

—Tim O'Reilly, founder and CEO of O'Reilly Media

2014. 272 pages. 6 halftones. 8 line illus.

Pa: 978-0-691-16019-1 \$19.95 | £13.95

Cl: 978-0-691-14890-8 \$24.95 | £16.95

New

Agent Zero

Toward Neurocognitive Foundations for Generative Social Science

Joshua M. Epstein

"Joshua Epstein proposes a parsimonious but powerful model of individual behavior that can generate an extraordinary range of group behaviors, including mob violence, manias and financial panics, rebellions, network dynamics, and a host of other complex social phenomena. This is a highly original, beautifully conceived, and important book."

—Peyton Young, University of Oxford

Princeton Studies in Complexity

2014. 272 pages. 113 color illus. 3 tables.

Cl: 978-0-691-15888-4 49.50 | £34.95

New

Developmental Neuroscience

A Concise Introduction

Susan E. Fahrbach

"Written with a rare lucidity and grace, Susan Fahrbach's *Developmental Neuroscience* offers a systematic and logical account of the development of nerve cells and nervous systems, human and otherwise. The book is lecture friendly and the supplementary reading questions are ideal for college courses. It will be of surpassing interest to professors seeking a current treatment of developmental neuroscience."

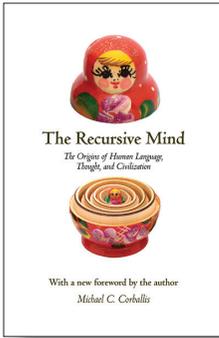
—Donald Pfaff, Rockefeller University and editor of *Neuroscience in the 21st Century*

"The words 'delightful textbook' do not often occur together but they describe *Developmental Neuroscience* to a tee. Susan Fahrbach has an exceptional voice and, coupled with a deep scholarly bent, a keen ability for explaining the importance of developmental phenomena and how we come to understand them. There is much that is new here even for long-time instructors of the subject. This is a truly valuable addition to the field."

—Darcy Kelley, Columbia University

2013. 320 pages. 100 line illus.

Cl: 978-0-691-15098-7 \$75.00 | £52.00



New Paperback

With a new foreword by the author

The Recursive Mind

The Origins of Human Language, Thought, and Civilization

Michael C. Corballis

“Corballis has written a delightful book that makes an important contribution to our understanding of the emergence of our unique capacity to communicate using a verbal generative language.”

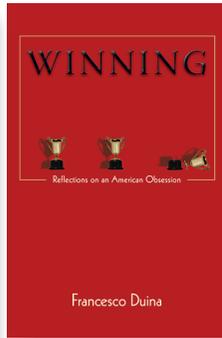
—Robert K. Logan, *Journal of Multilingual and Multicultural Development*

“Corballis offers a novel synthesis of language, mental time travel, and theory of mind within an evolutionary perspective. *The Recursive Mind* is very well written for a general readership, but with lots of targeted references for experts.”

—Michael A. Arbib, coauthor of *The Construction of Reality*

2014. 312 pages. 6 halftones. 9 line illus. 2 maps.

Pa: 978-0-691-16094-8 \$19.95 | £13.95
Cl: 978-0-691-14547-1 \$32.95 | £22.95



New Paperback

One of *Choice's* 2010–2011 Significant University Press Titles for Undergraduates

Winning

Reflections on an American Obsession

Francesco Duina

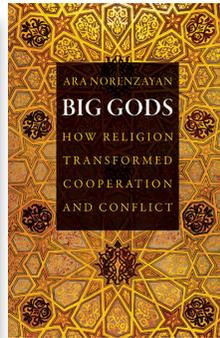
“Linguistically inquiring, sociologically penetrative, and culturally fascinating, Duina’s book is part self-help manual, part critical inquiry into the American psyche, and wholly an essential guide to a misunderstood obsession.”

—*Journal of American Studies*

“This book is important because it poses the question how much competition we really need in rich nations, with high levels of economic and cultural productivity. . . . Duina’s suggestions to moderate and redirect competition by changing the American mind-set are valuable.”

—Jan Ott, *Journal of Happiness Studies*

2013. 248 pages. 9 line illus. 3 tables.
Pa: 978-0-691-15964-5 \$24.95 | £16.95



New

Big Gods

How Religion Transformed Cooperation and Conflict
Ara Norenzayan

“Ranging across quantitative studies, historical cross-cultural examples, theological texts, and the practices of believers, Norenzayan convincingly argues that religions with Big Gods are successful because they generate a sense of being watched and regulated, require extravagant displays of commitment that weed out religious impostors, and encourage solidarity and trust.”

—*Publishers Weekly*

2013. 264 pages. 10 halftones.
Cl: 978-0-691-15121-2 \$29.95 | £19.95

The Unpredictable Species
What Makes Humans Unique
Philip Lieberman

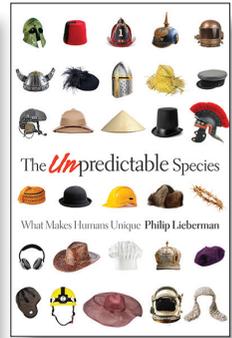
“Those who enjoy reading about evolution, cognition, biology, and the brain will find this a compelling and enjoyable book. Recommended as a highly engaging and thought-provoking work of popular science.”

—*Library Journal*

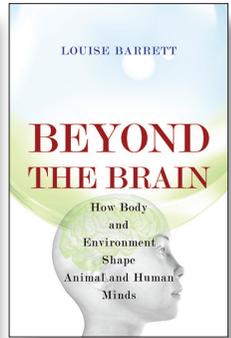
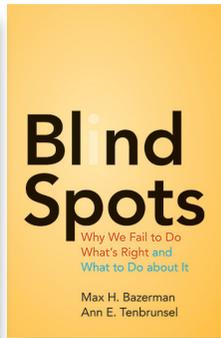
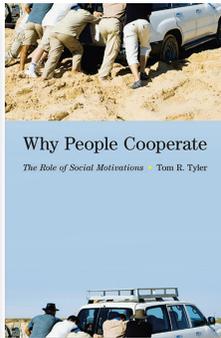
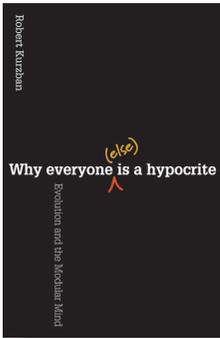
“[W]hat reader can resist this compelling invitation to reflect on what it means to be human?”

—*Booklist*

2013. 272 pages. 12 line illus.
Cl: 978-0-691-14858-8 \$29.95 | £19.95



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New Paperback

Why Everyone (Else) Is a Hypocrite

Evolution and the Modular Mind

Robert Kurzban

"Bolstered by recent studies and research, Kurzban makes a convincing and coherent . . . case for the modular mind, greatly helped by humorous footnotes and examples. . . . Taking on lofty topics, including truth and belief, Kurzban makes a successful case for changing—and remapping—the modern mind."

—Publishers Weekly

2014. 288 pages. 2 halftones. 1 line illus.
Pa: 978-0-691-15439-8 \$18.95 | £12.95

One of *Choice's* Outstanding Academic Titles for 2011

Why People Cooperate

The Role of Social Motivations

Tom R. Tyler

"One of the clear strengths of *Why People Cooperate* is its applicability to a variety of disciplines. Certainly, social psychologists and some political scientists with an empirical bent will want to read this book because it offers new ways to explore interactions and exchanges within groups."

—Dana S. Dunn, *PsycCRITIQUES: Contemporary Psychology: APA Review of Books*

2013. 232 pages. 3 line illus. 14 tables.
Pa: 978-0-691-15800-6 \$24.95 | £16.95
Cl: 978-0-691-14690-4 \$42.00 | £28.95

Winner of the 2012 Silver Medal Axiom Business Book Award in Business Ethics, Jenkins Group, Inc.

Blind Spots

Why We Fail to Do What's Right and What to Do about It

Max H. Bazerman & Ann E. Tenbrunsel

"This fascinating book holds up a desperately needed mirror that objectively reveals a reflection we might not want to see. Yet through experienced guidance and genuine input, Bazerman and Tenbrunsel offer solutions that can powerfully change the way we do business."

—Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The Leader in Me*

2013. 208 pages. 8 line illus. 1 table.
Pa: 978-0-691-15622-4 \$16.95 | £11.95
Cl: 978-0-691-14750-5 \$24.95 | £16.95

One of *Choice's* Outstanding Academic Titles for 2012

Beyond the Brain

How Body and Environment Shape Animal and Human Minds

Louise Barrett

"*Beyond the Brain* explores the emerging field of embedded cognition, in which the mind is seen as more than a product of brain mechanisms. . . . Barrett provides a thorough, well-written introduction to the disparate schools of thought on embedded cognition."

—*Choice*

2011. 288 pages. 14 line illus.
Cl: 978-0-691-12644-9 \$39.95 | £27.95

One of *Choice's* Outstanding Academic Titles for 2011

Soul Dust

The Magic of Consciousness

Nicholas Humphrey

"Humphrey begins where Crick and others have left off. . . . [He] has laid out a new agenda for consciousness research."

—Michael Proulx, *Science*

2012. 256 pages. 16 halftones. 1 table.
Pa: 978-0-691-15637-8 \$18.95 | £12.95
Cl: 978-0-691-13862-6 \$24.95 | £16.95
Not for sale in the Commonwealth (except Canada)

Group Problem Solving

Patrick R. Laughlin

"This book will interest social psychologists, industrial-organizational psychologists, and those who want illustrations of how mathematical modeling can guide psychological research."

—Earl Hunt, University of Washington

2011. 176 pages. 28 line illus. 24 tables.
Pa: 978-0-691-14791-8 \$32.95 | £22.95

Winner of the 2013 Silver Medal in Self-Help, *Independent Publisher*

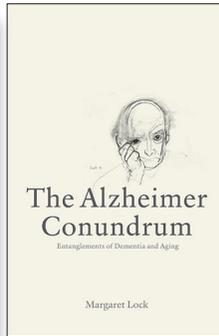
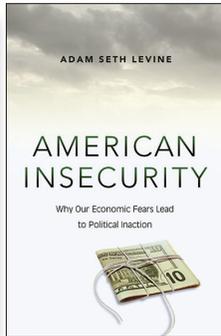
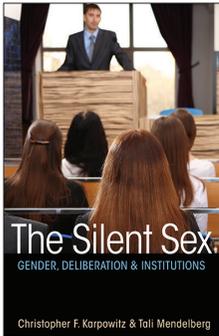
The 5 Elements of Effective Thinking

Edward B. Burger & Michael Starbird

"This book is just what American education needs. It guarantees invention and discovery."

—Barbara Morgan, former NASA "Teacher in Space" astronaut

2012. 168 pages. 1 halftone.
Cl: 978-0-691-15666-8 \$19.95 | £13.95



New

The Silent Sex

Gender, Deliberation, and Institutions

Christopher F. Karpowitz & Tali Mendelberg

"The Silent Sex offers a powerful and relentless analysis of the silencing of women in decision making. Karpowitz and Mendelberg show over and over—with well-crafted experiments, observational data, and deep analysis—how majority-rule institutions silence all women who find themselves in the minority regardless of expertise and experience."

—Nancy Burns, University of Michigan

"The Silent Sex explores the gender imbalance in deliberative participation, a pervasive problem in politics and social interaction. Karpowitz and Mendelberg bring together an unusually rich combination of clear theorizing, deep background in several social science disciplines, convincing empirical research, and thought-provoking policy recommendations."

—Nannerl O. Keohane, former president of Duke University and Wellesley College

2014. 472 pages. 43 line illus. 48 tables.
Pa: 978-0-691-15976-8 \$35.00 | £24.95
Cl: 978-0-691-15975-1 \$95.00 | £65.00

Forthcoming

American Insecurity

Why Our Economic Fears Lead to Political Inaction

Adam Seth Levine

"Developing a groundbreaking theory about the difficulties of collective action in American politics, this book considers how interest groups, public political participation, and the responsiveness of elected officials play a role in the distinct lack of policies aimed at ameliorating the effects of economic insecurity in the United States. One of the most important books in decades."

—James N. Druckman, Northwestern University

"American Insecurity addresses a wide range of political situations to explain why the economic dislocations that have affected tens of millions of Americans have not led to political countermobilization. It presents an entirely novel idea: that self-undermining rhetoric will systematically lead to undermobilization precisely when specific challenges are discussed. This book is a winner."

—Frank R. Baumgartner, University of North Carolina, Chapel Hill

February 2015. 328 pages. 22 line illus. 30 tables.
Cl: 978-0-691-16296-6 \$29.95 | £19.95

New

The Alzheimer Conundrum

Entanglements of Dementia and Aging

Margaret Lock

*"[Lock] delivers key concepts in epidemiology, neuroscience and genetics in a way that is both scholarly and free of unnecessary technical details. Lock's bird's-eye view and mix of diverging sources of information is refreshing. . . . For its wide scope and balanced critical evaluation, *The Alzheimer Conundrum* is an inspiring read for everyone working in the field."*

—Eus Van Someren, *Nature*

2013. 328 pages. 12 line illus.
Cl: 978-0-691-14978-3 \$29.95 | £19.95

Neuro

The New Brain Sciences and the Management of the Mind

Nikolas Rose & Joelle M. Abi-Rached

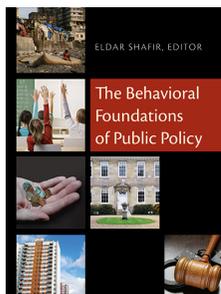
"As the title implies, this book offers interesting thoughts and findings for any scholar with a connection to neuroscience."

—*Choice*

2013. 352 pages.
Pa: 978-0-691-14961-5 \$24.95 | £16.95
Cl: 978-0-691-14960-8 \$70.00 | £48.95



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The Behavioral Foundations of Public Policy

Edited by Eldar Shafir

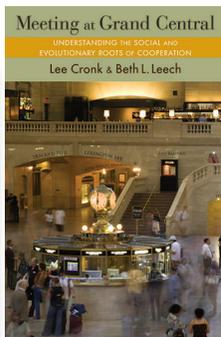
"Roll over, economists. We have always, proudly, thought of ourselves as the major arbiters of good public policy: take it or leave it based on cost-benefit analysis. *The Behavioral Foundations of Public Policy* challenges that hegemony. In each interesting chapter—on topics ranging from discrimination and poverty to health, savings, and bureaucracy—the book shows the role of psychology in public policy. Only one word can describe this book: wow!"

—George Akerlof, Nobel Laureate in Economics

"This book establishes that psychology has a great deal to contribute on public policy matters of great concern to everyone. I doubt whether so many superb psychologists and behavioral scientists have been found between the covers of a single book before. Their contributions do not disappoint and it seems certain that many policy issues are going to look different from now on."

—Richard Nisbett, University of Michigan

2013. 536 pages. 35 line illus. 23 tables.
Cl: 978-0-691-13756-8 \$55.00 | £37.95



Meeting at Grand Central

Understanding the Social and Evolutionary Roots of Cooperation

Lee Cronk & Beth L. Leech

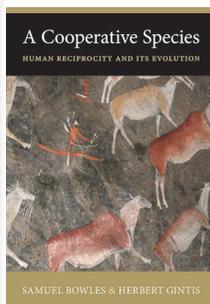
"An evolutionary psychologist and a political scientist somehow accomplish the spectacular feat of explaining human cooperation by delineating diverse accounts of the roadblocks to it. Cronk and Leech persuasively argue that cooperation is based in complicated emergent institutions surrounding indirect reciprocity but also in basic individual biological and evolutionary realities. They are a great team."

—John R. Hibbing, University of Nebraska–Lincoln

"This is a wonderful book. Ambitious and beautifully written, it unites our understanding of cooperation across disciplinary divides—especially evolutionary biology and social science—and offers extremely useful comparisons of the various theories of cooperation from different fields, describing their origins, advocates, and controversies."

—Dominic Johnson, University of Edinburgh

2012. 264 pages. 7 line illus.
Cl: 978-0-691-15495-4 \$29.95 | £19.95



A Cooperative Species

Human Reciprocity and Its Evolution

Samuel Bowles & Herbert Gintis

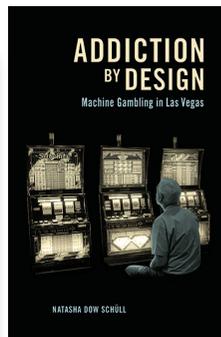
"A sustained and detailed argument for how genes and culture have together shaped our ability to cooperate."

—Peter Richerson, *Nature*

"A fresh and pioneering entry into the pivotal field of human social evolution."

—Edward O. Wilson, Harvard University

2013. 280 pages. 39 line illus. 24 tables.
Pa: 978-0-691-15816-7 \$24.95 | £16.95



ADDICTION BY DESIGN

Machine Gambling in Las Vegas

NATASHA DOW SCHÜLL

Winner of the 2013 Sharon Stephens First Book Prize, American Ethnological Society
One of the *Atlantic's* Best Books of 2013
Honorable Mention, 2013 Gregory Bateson Prize, Society for Cultural Anthropology

Addiction by Design

Machine Gambling in Las Vegas

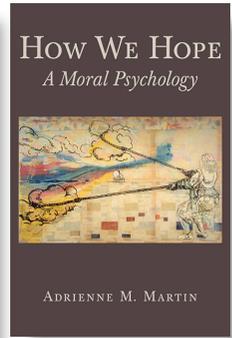
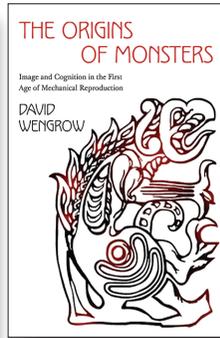
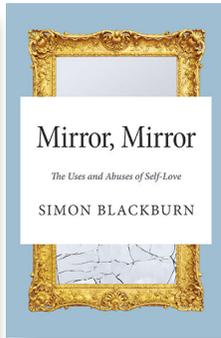
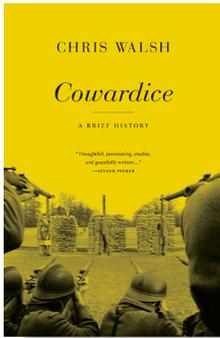
Natasha Dow Schüll

"If books can be tools, *Addiction by Design* is one of the foundational artifacts for understanding the digital age—a lever, perhaps, to pry ourselves from the grasp of the coercive loops that now surround us."

—Alexis C. Madrigal, *Atlantic*

2012. 456 pages. 29 halftones.
Pa: 978-0-691-16088-7 \$24.95 | £16.95
Cl: 978-0-691-12755-2 \$35.00 | £24.95

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New
Cowardice
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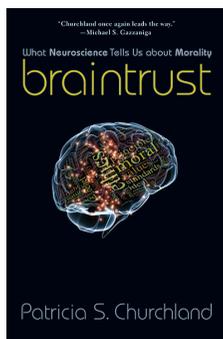
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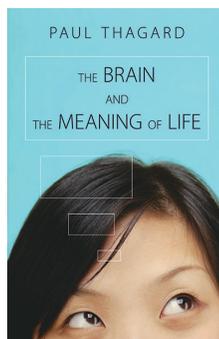
"This superb book is the ideal answer to those who doubt that neuroscience, experimental psychology, and behavioral studies of nonhuman animals can ever tell us anything valuable about human morality. Written with elegance, subtlety, and deep learning lightly worn, this is one of those rare books that will enlighten and fascinate novices and experts alike."

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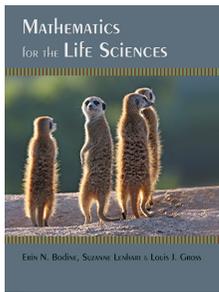
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2014. 640 pages. 50 color illus. 100 line illus.
 Cl: 978-0-691-15072-7 \$85.00 | £59.00

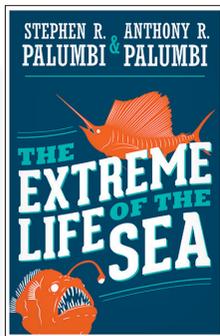
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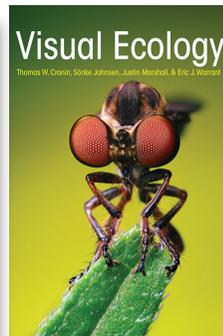
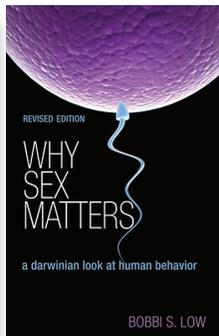
Shortlisted for the 2013 Winton Prize for Science Books, Royal Society

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 The Principles of Change That Shape Life
 Enrico Coen

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—Manfred D. Laubichler, *Science*

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David A. Baum, Douglas J. Futuyma, Hopi E. Hoekstra, Richard E. Lenski, Allen J. Moore, Catherine L. Peichel, Dolph Schluter & Michael C. Whitlock, editors

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—*Library Journal*

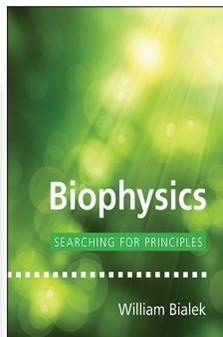
2013. 880 pages. 16 color illus. 4 halftones. 97 line illus. 23 tables. 1 map.
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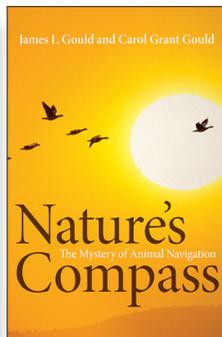
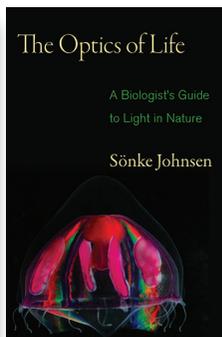
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Longlisted for the 2013 General Biology Book Award, Society of Biology

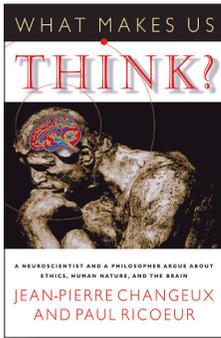
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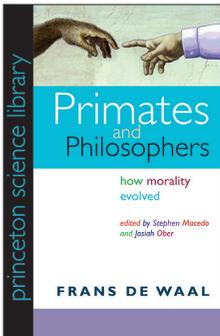
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Frans de Waal

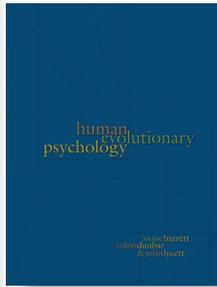
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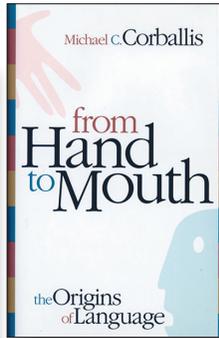
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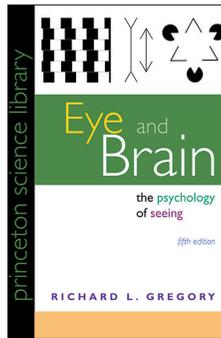
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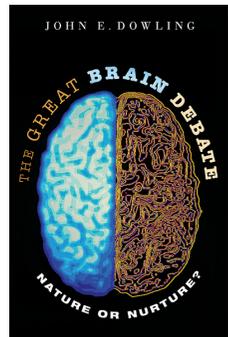
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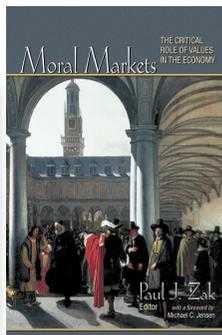
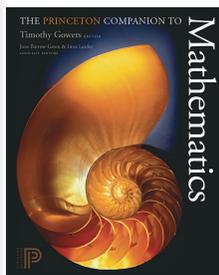
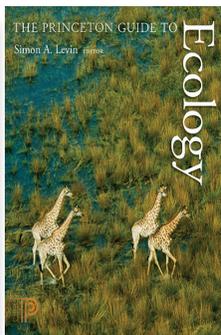
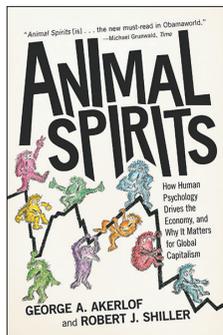
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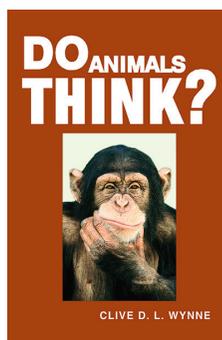
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