

**2021**



**for  
dummies<sup>®</sup>**  
A Wiley Brand

**CATALOG**

[www.wileyindia.com](http://www.wileyindia.com)

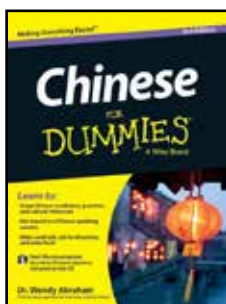
**WILEY**



# CONTENTS

<b>LANGUAGE</b>	<b>1</b>
<b>MARKETING</b>	<b>2</b>
<b>BUSINESS</b>	<b>5</b>
<b>FINANCE</b>	<b>8</b>
<b>ANALYTICS</b>	<b>10</b>
<b>TECHNOLOGY</b>	<b>11</b>
<b>MS EXCEL</b>	<b>18</b>
<b>SELF HELP</b>	<b>20</b>
<b>GMAT</b>	<b>27</b>
<b>GRE</b>	<b>27</b>

## LANGUAGE



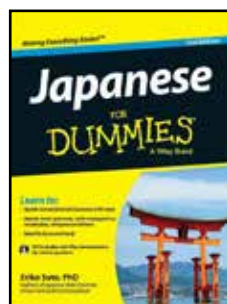
### Chinese for Dummies, 2ed

**Abraham**

#### Description

Chinese for Dummies, 2nd Edition, teaches basic grammar, as well as the necessary vocabulary to make introductions and greetings, use proper etiquette, make small talk, make transportation arrangements, order food and beverages, ask directions, deal with money, shop, access recreation and handle an emergency.

9788126552306 | ₹ 499



### Japanese for Dummies, 2ed

**Sato**

#### Description

Japanese for Dummies has everything you need to start speaking the language. Author and Professor of Japanese Eriko Sato introduces the essentials of grammar and pronunciation, giving you a working sense of the language, before showing you Japanese in action.

9788126539697 | ₹ 599



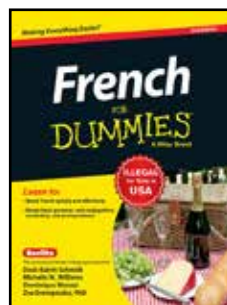
### German for Dummies, 2ed

**Christensen**

#### Description

German For Dummies, 2nd Edition, includes major updates in addition to all the necessary foundational information the For Dummies reader needs in order to start speaking German, including expanded coverage of grammar

9788126534647 | ₹ 449



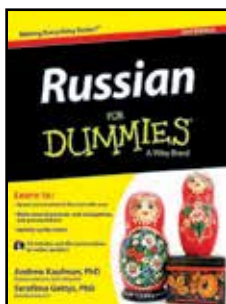
### French for Dummies, 2ed | BS

**Schmidt**

#### Description

With this new edition, our bestselling French immersion title moves to the front of the crowded language learning shelf. Heeding the input of language experts as well as our customers, French For Dummies, 2nd Edition, features more than 25 percent new and revised content, while preserving the book's unique qualities that customers appreciate.

9788126534661 | ₹ 599



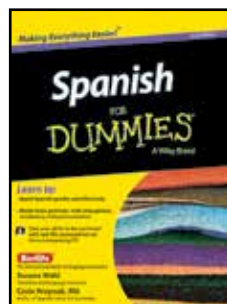
### Russian for Dummies, 2ed

**Kaufman**

#### Description

Russian For Dummies provides basic instruction to those seeking to grasp the basics of conversational Russian. Students, travelers and businesspeople with little or no language experience will gain a clearer understanding on how to communicate in Russian.

9788126547548 | ₹ 499



### Spanish for Dummies, 2ed

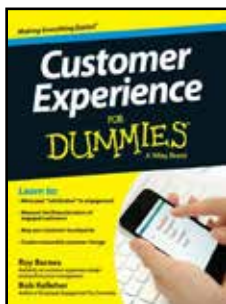
**Wald**

#### Description

• Getting Started. • Spanish in Action. • Spanish on the Go. • The Part of Tens.

9788126534654 | ₹ 599

## MARKETING



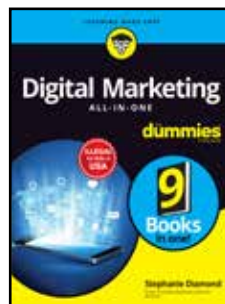
### Customer Experience for Dummies

**Barnes**

#### Description

Customer Experience for Dummies helps you listen to your customers and offers friendly, practical and easy-to-implement solutions for incorporating customer engagement into your business plans and keep the crowds singing your praises.

9788126554355 | ₹ 549



### Digital Marketing All-In-One For Dummies

**Diamond**

#### Description

A well-executed digital marketing plan is a proven component of success in business, and Digital Marketing All-In-One For Dummies covers everything you need to build and implement a winning plan. Whether you're a novice in the online space or an expert marketer looking to improve your digital ROI, this book has easy-to-absorb tips and insights that will turn online prospects into loyal customers. This book compresses the essential information on 8 topics, so you have all the information you need and none of what you don't. You'll learn social media marketing, marketing to millennials, account-based marketing, influencer marketing, content marketing strategies, and more!

9788126534623 | ₹ 899



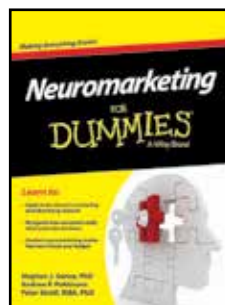
### Salesforce Marketing Cloud for Dummies | e | k

**Bullock**

#### Description

Salesforce Marketing Cloud For Dummies will help you make the most of your investment in this exciting digital marketing suite of products.

9788126572656 | ₹ 699



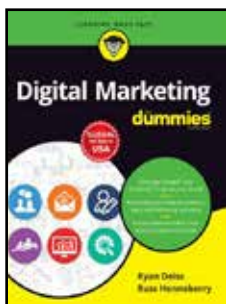
### Neuromarketing for Dummies

**Genco**

#### Description

Neuromarketing is an up-and-coming field where researchers study consumers' cognitive responses to advertising and media. Through this study researchers are able to learn the answer to the age-old question: what makes consumers buy?

9788126544387 | ₹ 499



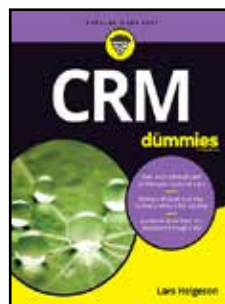
### Digital Marketing For Dummies | New

**Deiss**

#### Description

- Getting Started with Digital Marketing
- Using Content to Generate Fans, Followers, and Customers
- Generating Website Traffic
- Measuring, Analyzing, and Optimizing Campaigns
- The Part of Tens

9788126567010 | ₹ 699



### CRM for Dummies

**Helgeson**

#### Description

CRM For Dummies is the small business leader's guide to managing customer interactions.

9788126569908 | ₹ 499

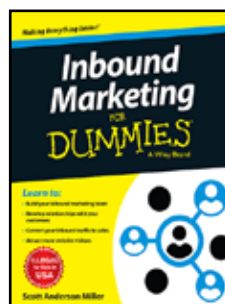


## Instagram For Business for Dummies | e | k

**Herman**

### Description

Instagram is the photo- and video-sharing app used by millions across the globe. More than just a social platform for users to share their experiences with family and friends



## Inbound Marketing for Dummies | e | k

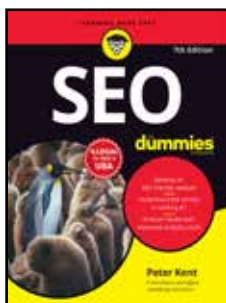
**Miller**

### Description

• Getting Started with Inbound Marketing • The Art and Science of Consumer Connections • Building a Customer Conversion Machine • Fueling Visitor Needs with Content Marketing • Attracting Visitors to Your Website • Understanding the Power of Conversion • Measuring Success with Analytics • The Part of Tens

9788126576586 | ₹ 499

9788126558438 | ₹ 699

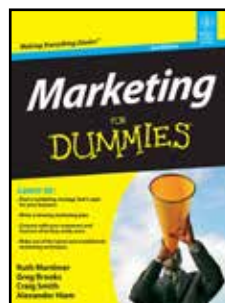


## SEO for Dummies, 7ed | New

**Kent**

### Description

Create a website that ranks at the top of search engines and drives traffic to your site with these tips, tricks, and secrets. Search Engine Optimization For Dummies, 7th Edition shows website owners



## Marketing for Dummies, 3ed

**Mortimer**

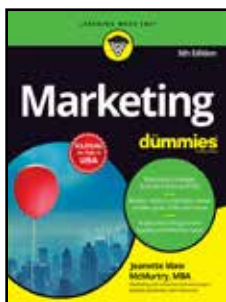
### Description

Plan a successful marketing campaign and move your business forward with this fully updated edition of an established bestseller. Packed with practical advice from a team of industry experts, this readable guide features all the latest tools and techniques to help you

connect with new customers and retain existing ones.

9788126562671 | ₹ 699

9788126538751 | ₹ 349

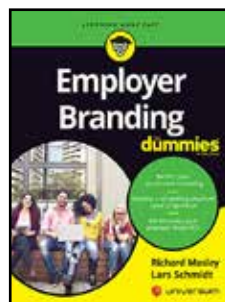


## Marketing for Dummies, 5ed | e | k

**McMurtry**

### Description

• Marketing in a Consumer-Driven World • Building a Strategy for LTV and ROI • Creating an Omni-Channel Plan • Powerful Ways to Engage for LTV and ROI • Building a Brand That Sells Again and Again • The Part of Tens



## Employer Branding for Dummies

**Mosley**

### Description

Employer Branding For Dummies is the clear, no-nonsense guide to attracting and retaining top talent.

9788126579013 | ₹

Exclusively distributed by Pan Macmillan

e - eBook, BS - Bestseller

9788126567355 | ₹ 499

Prices are subject to change without prior notice.

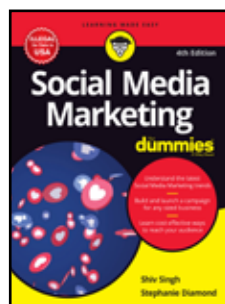


## Marketing to Millennials for Dummies

**Padveen**

### Description

Millennials make up the largest and most valuable market of consumers in the United States—but until you understand how to successfully market to them, you may as well kiss their colossal spending power away!



## Social Media Marketing for Dummies, 4ed | New

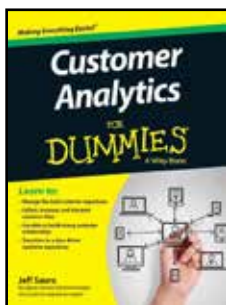
**Singh**

### Description

Social Media Marketing For Dummies, 4th Edition presents the essence of planning, launching, managing, and assessing a social marketing campaign in an economic 350-page guide - perfect for time-pressed marketers.

9788126569175 | ₹ 499

9789388991186 | ₹ 599



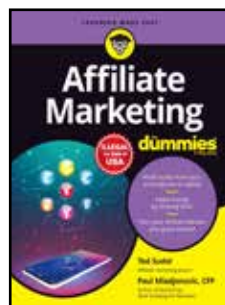
## Customer Analytics for Dummies | e | k

**Sauro**

### Description

Customer Analytics for Dummies gets you up to speed on what you should be testing. You'll also find current information on how to leverage A/B testing, social media's role in the post-purchasing analytics, usability metrics, prediction and statistics and much more to

effectively manage the customer experience.



## Affiliate Marketing for Dummies | New

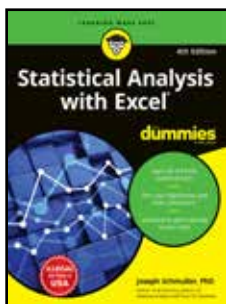
**Sudol**

### Description

Amazon, Lowe's, Priceline, Overstock and thousands of large and small companies have affiliate programs. For those thinking of starting an online affiliate marketing venture from the ground up, now is the best time to do this.

9788126554393 | ₹ 499

9788126562992 | ₹ 799

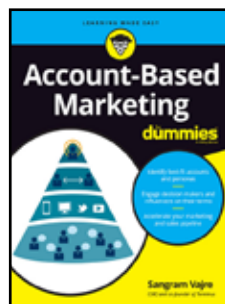


## Statistical Analysis with Excel For Dummies, 4ed

**Schmuller**

### Description

• Introduction • Part 1: Getting Started with Statistical Analysis with Excel: A Marriage Made in Heaven • Part 2: Describing Data • Part 3: Drawing Conclusions from Data • Part 4: Probability • Part 5: The Part of Tens



## Account-Based Marketing for Dummies

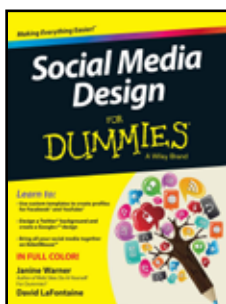
**Vajre**

### Description

• Getting Started with Account-Based Marketing • Identifying Accounts for Marketing • Expanding Contacts Into Accounts • Engaging Accounts on Their Terms • Turning Customers Into Advocates • Putting It All Together • The Part of Tens

9788126543106 | ₹ 699

9788126563296 | ₹ 499

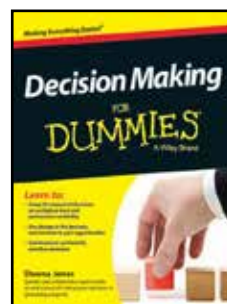


## Social Media Design for Dummies

**Warner**

### Description

•Getting Started with Social Media Design •Creating Designs on the Top Social Sites •Extending Your Social Reach •Integrating Your Social Networks •The Part of Tens



## Decision Making for Dummies | e | k

**Jones**

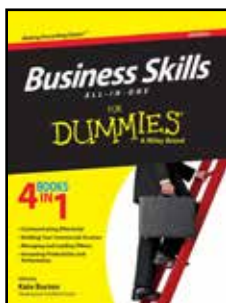
### Description

Today's business leaders have to face the facts-you can't separate leadership from decision making. The importance of making decisions, no matter how big or small, cannot be overstated. Decision Making for Dummies is a candid resource that helps leaders understand the impact of their choices, not only on business, but also on their credibility and reputation.

9788126551286 | ₹ 499

9788126554416 | ₹ 499

## BUSINESS

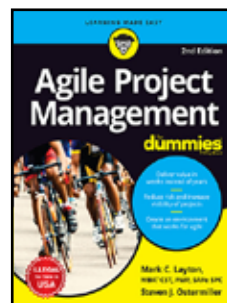


## Business Skills All-In-One for Dummies

**Burton**

### Description

Business Skills All-in-One for Dummies is your complete guide to perfecting your communication, management and organizational skills. Inside you'll find simple techniques for improving your performance at work - everything from presentation skills, project management, persuading and influencing people, motivating, managing your workload, managing a team & much more.



## Agile Project Management for Dummies, 2ed

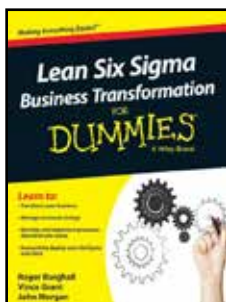
**Layton**

### Description

Agile project management is a fast and flexible approach to managing all projects, not just software development. By learning the principles and techniques in this book, you'll be able to create a product roadmap, schedule projects, and prepare for product launches with the ease of Agile software developers.

9788126541461 | ₹ 499

9788126571055 | ₹ 599

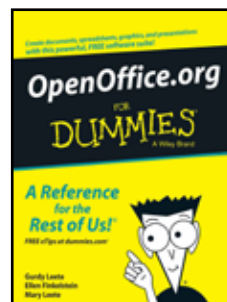


## Lean Six Sigma Business Transformation for Dummies

**Burghall**

### Description

Use Lean Six Sigma to transform your business. Lean Six Sigma is a powerful method for improving both the efficiency and quality of projects and operations.



## OpenOffice.org for Dummies

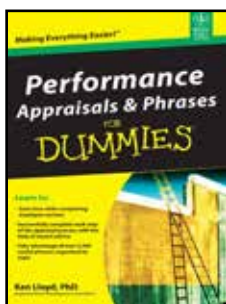
**Leete**

### Description

• Introducing OpenOffice.org. • Using Writer -- The Word Processor. • Using Calc -- The Spreadsheet. • Using Impress -- The Presentation Package. • Using Draw: The Graphics Program. • The Part of Tens.

9788126552269 | ₹ 499

9788126569991 | ₹ 449

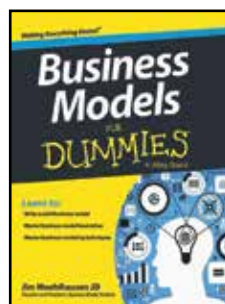


## Performance Appraisals & Phrases for Dummies

**Lloyd**

### Description

Performance Appraisals & Phrases For Dummies provides readers with the tools they need to save time and energy when performing employee evaluations.



## Business Models for Dummies

**Muehlhausen**

### Description

•Making a value proposition•Defining a market segment•Locating your company's position in the value chain•Creating a revenue generation statement•Identifying competitors, complementors and other network effects•Developing a competitive

strategy

9788126538768 | ₹ 199

9788126543779 | ₹ 399

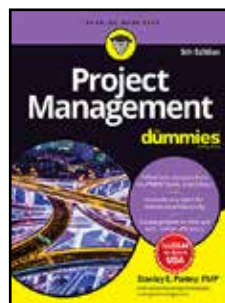


## Salesforce for Dummies, 7ed | New

**Kao**

### Description

Salesforce.com For Dummies, 7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations.



## Project Management for Dummies, 5ed

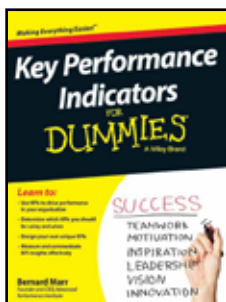
**Portny**

### Description

In today's time-crunched, cost-conscious global business environment, tight project deadlines and stringent expectations are the norm. So how can you juggle all the skills and responsibilities it takes to shine as a project management maven?

9788126563821 | ₹ 699

9788126571062 | ₹ 599



## Key Performance Indicators for Dummies

**Marr**

### Description

Key Performance Indicators (KPIs) help organizations understand how well they are performing in relation to their strategic goals and objectives. KPIs offer a framework to learn about the success of individuals, teams, projects and organizations - and help create a

culture of high performance.



## Running Great Meeting & Workshops for Dummies

**Pryce-Jones**

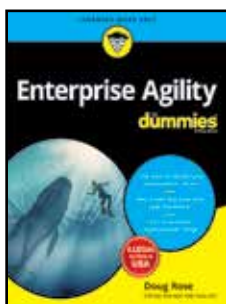
### Description

Running Great Workshops & Meetings for Dummies delivers the tools managers need to facilitate engaging and rewarding group sessions. Who hasn't walked away from a training session (or meeting) feeling as if the entire session could have been summarized in 10

minutes?

9788126554683 | ₹ 499

9788126550470 | ₹ 299



## Enterprise Agility for Dummies | e | k

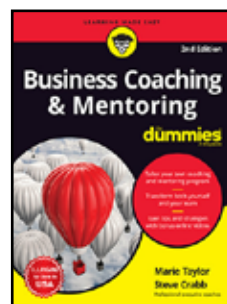
**Rose**

### Description

An enterprise agile transformation is a radical organizational change, and this book can help you manage that change. A successful transformation depends on understanding your organization's culture, and choosing the right enterprise agile framework based

on that culture.

9788126576128 | ₹ 599



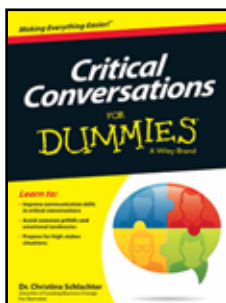
## Business Coaching & Mentoring for Dummies, 2ed

**Taylor**

### Description

Business Coaching & Mentoring For Dummies provides business owners and managers with the insight they need to successfully develop the next generation of leaders.

9788126570843 | ₹ 599



## Critical Conversations for Dummies

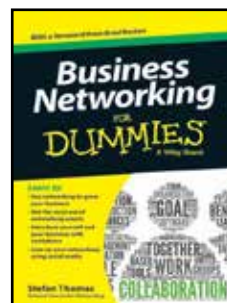
**Schlachter**

### Description

Critical Conversations for Dummies is a step-by-step reference for the variety of crucial conversations life presents in the workforce. It empowers mid to upper-level managers and provides tips that allow them to demonstrate their leadership ability in their interactions

with others.

9788126542475 | ₹ 249



## Business Networking for Dummies

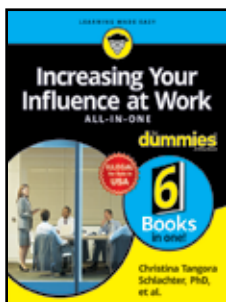
**Thomas**

### Description

•Find the right platform or platforms to build your own network and 'assemble your crowd'•Pitch yourself and your business with confidence•Get the most out of face-to-face networking events - including valuable tips on presentation skills and sound bites!•Join up

your 'real life' and online networking•Measure your networking success•Follow up with new contacts successfully

9788126550487 | ₹ 299

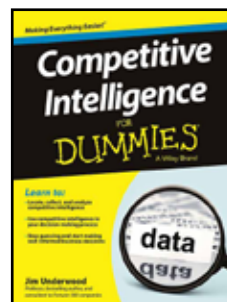


## Increasing Your Influence at Work All-In-One for Dummies | e | k

**Schlachter**

### Description

Influence is a timeless topic for business leaders and others in positions of power, but the world has evolved to the point where everyone needs these skills.



## Competitive Intelligence for Dummies

**Underwood**

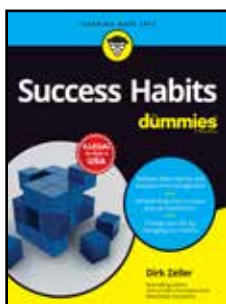
### Description

Whether you are just starting a business, venturing into new areas with an existing company, or looking to gain ground on a key competitor, Competitive Intelligence For Dummies gives readers insight on how to gather valuable information on not only their competitors, but

on the operational environment and target audience.

9788126577064 | ₹ 699

9788126543977 | ₹ 449



## Success Habits For Dummies

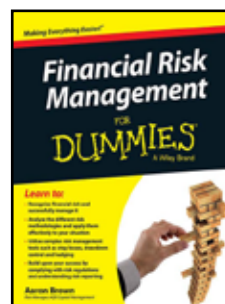
**Zeller**

### Description

Whether we like it or not, a big part of what we do in life is governed by habits. Even more importantly, habits can lead us to think and feel in certain patterns. Since habits are so powerful, it's worth paying attention to the ones that are most effective. Inside, bestselling

author Dirk Zeller provides tried-and-true advice on creating, building, and cultivating winning habits to achieve success. Success Habits For Dummies is a gold mine of startling insights and practical pointers on achieving success. No matter what your station in life, it can quickly put you on the road to the success you want and deserve.

9788126529858 | ₹ 699



## Financial Risk Management for Dummies

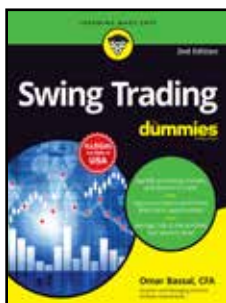
**Brown**

### Description

• Getting Started with Risk Management • Measuring Financial Risk • Managing Financial Risk • Working in Financial Institutions • Communicating Risk • The Part of Tens

9788126561384 | ₹ 499

## FINANCE



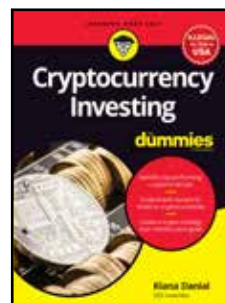
## Swing Trading For Dummies, 2ed

**Bassal**

### Description

• Part 1: Getting into the Swing of Things • Part 2: Timing is Everything: Technical Analysis • Part 3: Running the Numbers: Fundamental Analysis • Part 4: Planning the Trade and Trading the Plan • Part 5: The Part of Tens

9788126526345 | ₹ 699



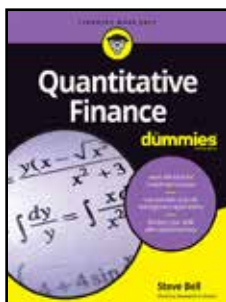
## Cryptocurrency Investing for Dummies | New

**Danial**

### Description

• Getting Started with Cryptocurrency Investing • The Fundamentals of Investing In Cryptos • Alternatives to Cryptos • Essential Crypto Strategies and Tactics • The Part of Tens

9789388991155 | ₹ 799



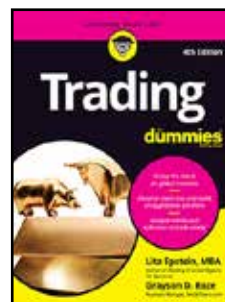
## Quantitative Finance for Dummies

**Bell**

### Description

• Getting Started with Quantitative Finance • Tackling Financial Instruments • Investigating and Describing Market Behaviour • Option Pricing • Risk and Portfolio Management • Market Trading and Strategy • The Part of Tens

9788126567942 | ₹ 499



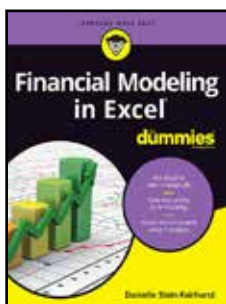
## Trading for Dummies, 4ed

**Epstein**

### Description

Taking the stress out of the stock market, this nonsense guide walks you through all the steps to trade with authority—and takes your portfolio to exciting new heights.

9788126569885 | ₹ 499



## Financial Modeling in Excel for Dummies

**Fairhurst**

### Description

• Getting Started with Financial Modeling • Diving Deep into Excel • Building Your Financial Model • The Part of Tens



## FinTech For Dummies

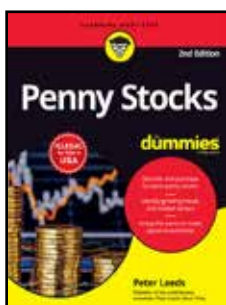
**O'Hanlon**

### Description

This comprehensive, hands-on guide is the go-to source for everything you need to confidently navigate the ever-changing scene of this booming industry. FinTech For Dummies will shed light on this rapidly changing landscape making it an invaluable source of information for anybody working in or interested in this space.

9788126569182 | ₹ 499

9788126515929 | ₹ 799

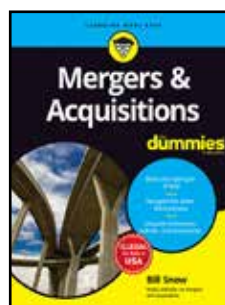


## Penny Stocks for Dummies, 2ed | e | k

**Leeds**

### Description

While the majority of penny stocks are very risky, choosing the right ones can be extremely lucrative. Written by penny stock expert Peter Leeds



## Mergers & Acquisitions for Dummies | e | k

**Snow**

### Description

Are you a business owner, investor, venture capitalist, or member of a private equity firm looking to grow your business by getting involved in a merger with, or acquisition of, another company?

9788126579037 | ₹

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9788126579006 | ₹

*Exclusively distributed by Pan Macmillan*



## Stock Investing for Dummies, 5ed | e | k

**Mladjenovic**

### Description

Updated with new and revised material to reflect the current market, this new edition of Stock Investing For Dummies gives you proven strategies for selecting and managing profitable investments. no matter what the conditions.



## Ethereum for Dummies | e | k

**Solomon**

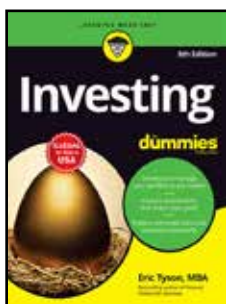
### Description

Professionals look to Ethereum as a blockchain-based platform to develop safe applications and conduct secure transactions.

9788126579020 | ₹

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9788126504466 | ₹ 999

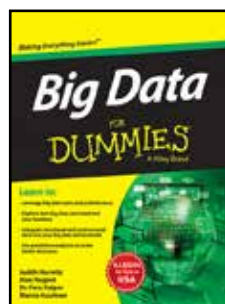


## Investing for Dummies, 8ed | e | k

**Tyson**

### Description

• Getting Started with Investing • Stocks, Bonds, and Wall Street • Growing Wealth with Real Estate • Savoring Small Business • Investing Resources • The Part of Tens



## Big Data for Dummies | e | k

**Hurwitz**

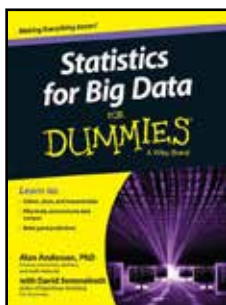
### Description

Big data management is one of the major challenges facing business, industry and not-for-profit organizations. Data sets such as customer transactions for a mega-retailer, weather patterns monitored by meteorologists, or social network activity can quickly outpace the capacity of traditional data management tools.

9788126578993 | ₹

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## ANALYTICS

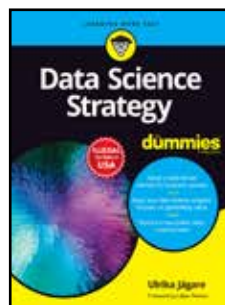


## Statistics for Big Data for Dummies | e | k

**Anderson**

### Description

• Introducing Big Data Statistics • Preparing and Cleaning Data • Exploratory Data Analysis (EDA) • Big Data Applications • The Part of Tens



## Data Science Strategy for Dummies

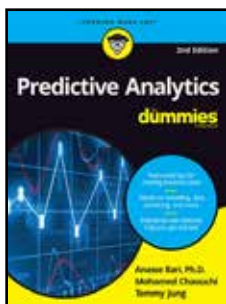
**Jagare**

### Description

• Optimizing Your Data Science Investment • Making Strategic Choices for Your Data • Building a Successful Data Science Organization • Investing in the Right Infrastructure • Data as a Business • The Part of Tens

9788126558223 | ₹ 699

9788126533367 | ₹ 699

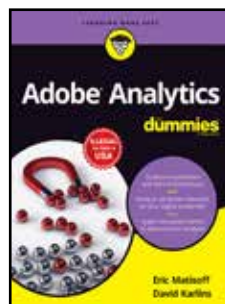


## Predictive Analytics for Dummies, 2ed | BS

**Bari**

### Description

• Getting Started with Predictive Analytics • Incorporating Algorithms in Your Models • Developing A Roadmap • Programming Predictive Analytics • Executing Big Data • The Part of Tens



## Adobe Analytics for Dummies | e | k

**Karlins**

### Description

• Getting Started with Adobe Analytics • Analyzing Data • Massaging Data for Complex Analysis • Visualizing Data to Reveal Golden Nuggets • The Part of Tens

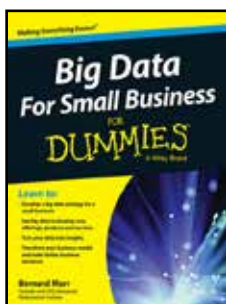
9788126567935 | ₹ 699

9788126504442 | ₹ 799

10

Visit us at [www.wileyindia.com](http://www.wileyindia.com)

e - eBook, BS - Bestseller

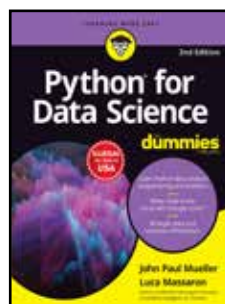


## Big Data for Small Business for Dummies

**Marr**

### Description

Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner



## Python for Data Science for Dummies, 2ed | e | k

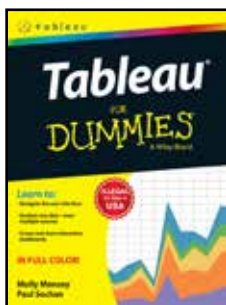
**Mueller**

### Description

• Getting Started With Data Science and Python • Getting Your Hands Dirty With Data • Visualizing Information • Wrangling Data • Learning From Data • The Part of Tens

9788126559688 | ₹ 499

9788126524938 | ₹ 699

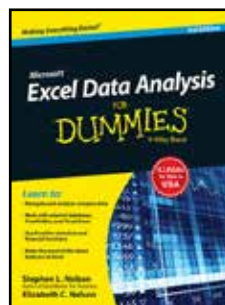


## Tableau For Dummies | New

**Monney**

### Description

• Getting Started with Tableau Desktop • Bringing in Data • Analyzing Data • Publishing and Sharing • Advancing to a Higher Level • The Part of Tens



## Microsoft Excel Data Analysis for Dummies, 3ed

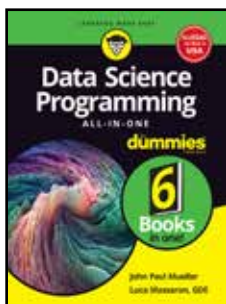
**Nelson**

### Description

• Getting Started with Data Analysis • PivotTables and Pivot Charts • Advanced Tools • The Part of Tens

9789390466078 | ₹ 799

9788126573455 | ₹ 599

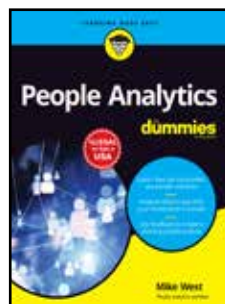


## Data Science Programming All-in-One for Dummies | New

**Mueller**

### Description

Most of the books on the market are written for the science professional and often limit their audience to a reader specializing in data science, AI, or computer science.



## People Analytics for Dummies | e | k

**West**

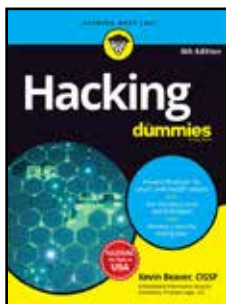
### Description

• Getting Started With People Analytics • Elevating Your Perspective • Quantifying the Employee Journey • Improving Your Game Plan with Science and Statistics • The Part of Tens

9789388991209 | ₹ 999

9788126504244 | ₹ 799

## TECHNOLOGY

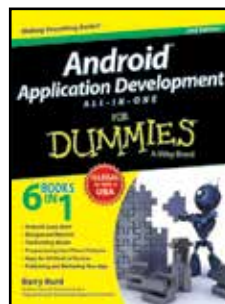


### Hacking for Dummies, 6ed | e | k

**Beaver**

#### Description

Hacking For Dummies, 6th Edition gives insight into the hacker's mind so that you can protect your data and your system from a variety of attacks.



### Android Application Development All-In-One for Dummies, 2ed | BS | e

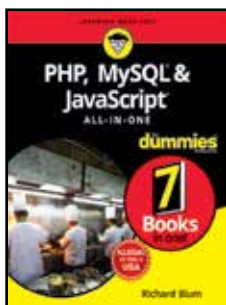
**Burd**

#### Description

- Getting Started with Android Application Development
- Android Background Material
- The Building Blocks
- Programming Cool Phone Features
- Apps for Tablets, Watches and TV Sets
- The Job Isn't Done Until

9788126577040 | ₹ 699

9788126557943 | ₹ 749



### PHP, MySQL & JavaScript All-in-One for Dummies | e | k

**Blum**

#### Description

It takes a powerful suite of technologies to drive the most-visited websites in the world. PHP, MySQL, JavaScript, and other web-building languages serve as the foundation for application development and programming projects at all levels of the web.



### Java for Dummies, 7ed

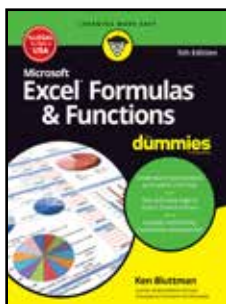
**Burd**

#### Description

Java For Dummies remains the straightforward reference on Java, covering object-oriented programming basics with Java, code reuse, and the essentials of creating a Java program.

9788126576005 | ₹ 799

9788126568147 | ₹ 529

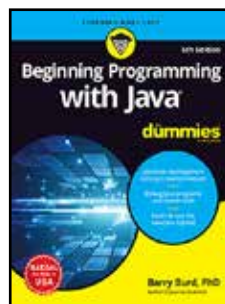


### Microsoft Excel Formulas & Functions For Dummies, 5ed | New

**Bluttman**

#### Description

- Getting Started with Formulas and Functions
- Doing the Math
- Solving with Statistics
- Dancing with Data
- The Part of Tens



### Beginning Programming with Java for Dummies, 5ed

**Burd**

#### Description

Are you new to programming and have decided that Java is your language of choice? Are you a wanna-be programmer looking to learn the hottest lingo around?

9789390466733 | ₹ 799

9788126570867 | ₹ 599

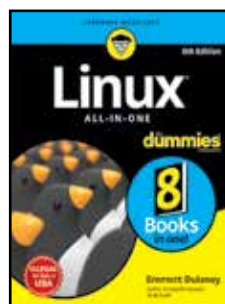


## Android App Development for Dummies, 3ed | e | k

**Burton**

### Description

- Getting Started with Your First Android Application
- Building and Publishing Your First Application
- Creating a Feature-Rich Application
- Android Is More than Phones
- The Part of Tens



## Linux All-In-One for Dummies, 6ed | e | k

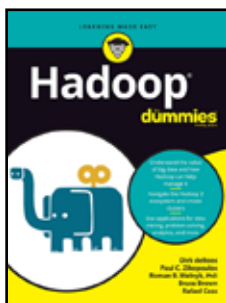
**Dulaney**

### Description

This new edition of Linux All-in-One For Dummies has a unique focus on Ubuntu, while still including coverage of Debian, Red Hat, SuSE, and others.

9788126557868 | ₹ 599

9788126577637 | ₹ 699



## Hadoop for Dummies

**Deroos**

### Description

Big data has become big business, and companies and organizations of all sizes are struggling to find ways to retrieve valuable information from their massive data sets with becoming overwhelmed.



## iOS App Development for Dummies

**Feiler**

### Description

Creating a killer universal iPhone and iPad application by creating a great user experience, becoming an Apple developer, downloading the iPad SDK, provisioning the iPhone and iPad

9788126550517 | ₹ 699

9788126550548 | ₹ 499

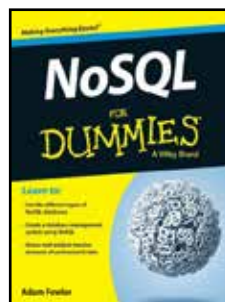


## Microsoft Project 2019 for Dummies

**Dionisio**

### Description

- Getting Started with Project 2019
- Managing Resources
- Before You Baseline
- Staying on Track
- The Part of Tens



## NoSQL for Dummies | e | k

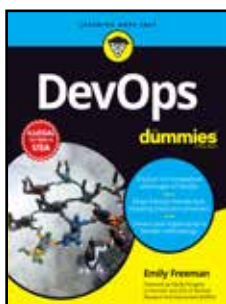
**Fowler**

### Description

This easy to read guide to NoSQL databases provides the type of no-nonsense overview and analysis that you need to learn, including what NoSQL is and which database is right for you.

9788126523207 | ₹ 699

9788126554904 | ₹ 499

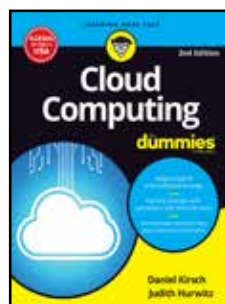


## DevOps For Dummies

**Freeman**

### Description

DevOps embraces a culture of unifying the creation and distribution of technology in a way that allows for faster release cycles and more resource-efficient product updating.



## Cloud Computing for Dummies, 2ed | New

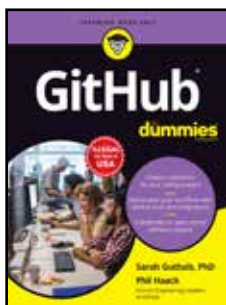
**Hurwitz**

### Description

• Understanding Cloud Concepts • Examining Architectural Considerations • Understanding Cloud Models • Managing in a Multi cloud World • Developing Your Cloud Strategy • The Part of Tens

9788126553495 | ₹ 699

9788126570553 | ₹ 799

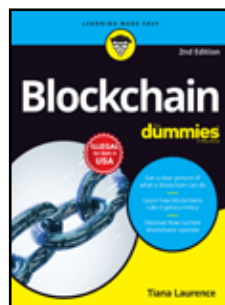


## GitHub for Dummies

**Guthals**

### Description

• Getting Started with GitHub.Com • Starting Your First Solo Project • Contributing to Your First Project • Manage and Contribute to Large Projects • Make GitHub Work for You • The GitHub Ecosystem • The Parts of Tens



## Blockchain for Dummies, 2ed | e | k

**Laurence**

### Description

• Getting Started with Blockchain • Developing Your Knowledge • Powerful Blockchain Platforms • Industry Impacts • The Part of Tens

9788126530779 | ₹ 699

9788126527755 | ₹ 699



## Troubleshooting & Maintaining Your PC All-in-One for Dummies, 3ed

**Gookin**

### Description

Need a PC problem fixed in a pinch? Presto! Troubleshooting & Maintaining Your PC All-in-One For Dummies offers 5 books in 1 and takes the pain out of wading through those incomprehensible manuals, or waiting for a high-priced geek to show up days or

weeks after you need them.



## Scrum for Dummies, 2ed | e | k

**Layton**

### Description

Scrum is an agile project management framework that allows for flexibility and collaboration to be a part of your workflow. Primarily used by software developers, scrum can be used across many job functions and industries.

9788126569625 | ₹ 499

9788126575992 | ₹ 699



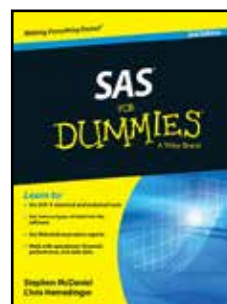
## Java All-in-One for Dummies, 5ed

**Lowe**

### Description

If you've always wanted to program with Java but didn't know where to start, this will be the java-stained reference you'll turn to again and again. Fully updated for the JDK 9, this deep reference on the world's most popular programming language is the perfect starting

point for building things with Java



## SAS for Dummies, 2ed

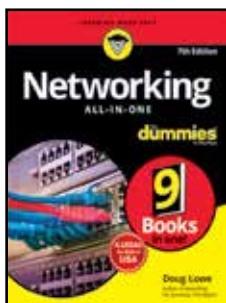
**McDaniel**

### Description

• Welcome to SAS! • Gathering Data and Presenting Information. • Impressing Your Boss with Your SAS Business Intelligence. • Enhancing and Sharing Your SAS Masterpieces. • Getting SAS Ready to Rock and Roll. • The Part of Tens.

9788126569151 | ₹ 699

9788126560448 | ₹ 699



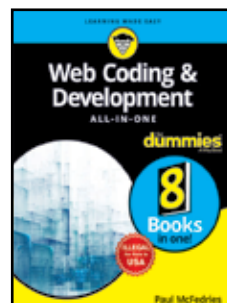
## Networking All-in-One for Dummies, 7ed | e | k

**Lowe**

### Description

Networking All-in-One For Dummies, 7th Edition, serves as the perfect beginner's guide as well as the professional's ideal reference book. Whether you're in charge of a small network or a large network, Networking All-in-One contains every bit of information that is

necessary to set up a network and keep it functioning.



## Web Coding & Development All-in-One for Dummies | e | k

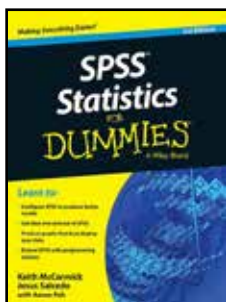
**McFedries**

### Description

It requires a lot of coding know-how to build the interfaces, databases, and other features that run modern websites, web apps, and mobile apps.

9788126576043 | ₹ 799

9788126576012 | ₹ 799

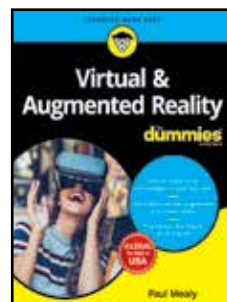


## SPSS Statistics for Dummies, 3ed | e | k

**Mccormick**

### Description

This book contains everything you need to know to get up and running quickly with this industry-leading software with clear, helpful guidance on working with both the software and your data.



## Virtual & Augmented Reality for Dummies | e | k

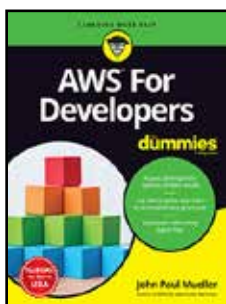
**Mealy**

### Description

For such a large-scale technology revolution that is about to happen in the VR/AR space, there are very few books that address Virtual Reality outside of programming language specific "How to program VR applications."

9788126557059 | ₹ 599

9788126577071 | ₹ 599

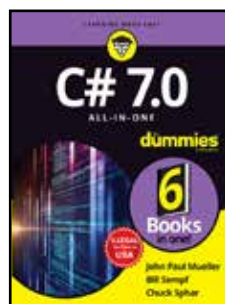


## AWS for Developers for Dummies

**Mueller**

### Description

Modern businesses rely on Infrastructure-as-a-Service (IaaS)—a setup in which someone else foots the bill to create application environments—and developers are expected to know how to write both platform-specific and IaaS-supported applications.



## C# 7.0 All-in-One for Dummies | e | k

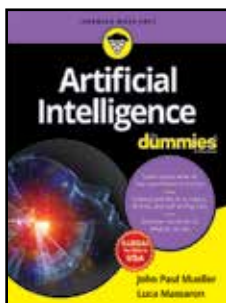
**Mueller**

### Description

• The Basics of C# Programming. • Object-Oriented C# Programming • Designing for C#. • A Tour of Visual Studio. • Windows Development with WPF. • Web Development with ASP.NET.

9788126570850 | ₹ 599

9788126574742 | ₹ 799



## Artificial Intelligence for Dummies | BS | e

**Mueller**

### Description

The term "Artificial Intelligence" has been around since the 1950s, but a lot has changed since then. Today, AI is referenced in the news, books, movies, and tv shows, and the exact definition is often misinterpreted. Artificial Intelligence For Dummies provides a clear

introduction to AI, and how it is being used today.



## Machine Learning (in Python and R) for Dummies | BS

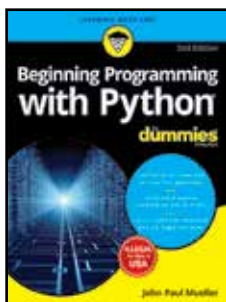
**Mueller**

### Description

Machine learning can be a mind-boggling concept for the masses, but those who are in the trenches of computer programming know just how invaluable it is.

9788126576104 | ₹ 699

9788126563050 | ₹ 699

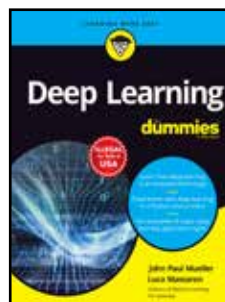


## Beginning Programming with Python for Dummies, 2ed | BS | e

**Mueller**

### Description

Python is a remarkably powerful and dynamic programming language that's used in a wide variety of application domains. Some of its key distinguishing features include a very clear, readable syntax, strong introspection capabilities, intuitive object orientation



## Deep Learning for Dummies

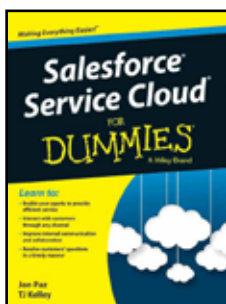
**Mueller**

### Description

• Discovering Deep Learning • Considering Deep Learning Basics • Interacting with Deep Learning • The Part of Tens

9788126575251 | ₹ 699

9788126529988 | ₹ 699

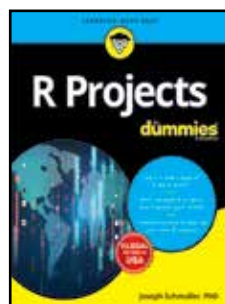


## Salesforce Service Cloud for Dummies | e | k

**Paz**

### Description

Salesforce Service Cloud empowers your service organization to interact with customers through any channel and provide an individualized experience that will be worth sharing—for your customers and for your company.



## R Projects for Dummies | e | k

**Schmuller**

### Description

R Projects For Dummies offers a unique learn-by-doing approach. You will increase the depth and breadth of your R skillset by completing a wide variety of projects.

9788126555383 | ₹ 499

9788126575312 | ₹ 599

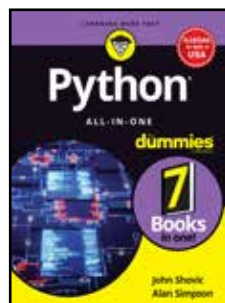


## Windows Server 2019 & PowerShell All-in-One for Dummies

**Perrott**

### Description

Windows Server runs about a third of the hardware that runs the Internet. This book offers a single reference to help you build and expand your knowledge of all things Windows Server, including the all-important PowerShell framework.



## Python All-in-One For Dummies | New

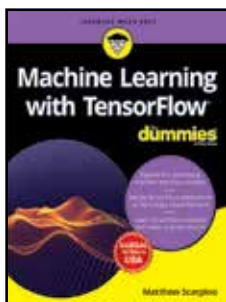
**Shovic**

### Description

There's almost no type of project that Python can't make better. From creating apps to building complex web sites to sorting big data, Python provides a way to get the work done.

9788126534500 | ₹ 899

9789388991216 | ₹ 899



## Machine learning with TensorFlow for Dummies | e | k

**Scarpino**

### Description

Machine learning has become ubiquitous in modern society, and its applications include language translation, robotics, handwriting analysis, financial prediction, and image recognition.



## Adobe Creative Cloud All-in-One for Dummies, 2ed | e | k

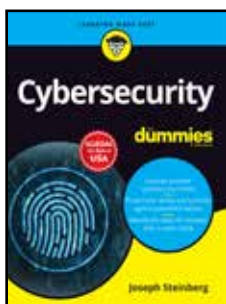
**Smith**

### Description

Adobe Creative Cloud is the most popular suite of tools among creative professionals, and a valuable resource you can use to fulfill all of your design goals. Ready to get started? The only book on the market of its kind, Adobe Creative Cloud All-in-One For Dummies is written by designers for designers.

9788126575732 | ₹ 799

9788126575299 | ₹ 799

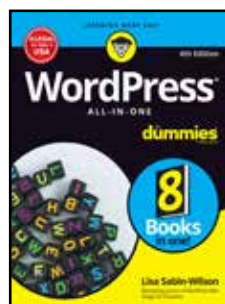


## Cybersecurity for Dummies | New

**Steinberg**

### Description

Protecting your business and family against cyber attacks! If keeping your business or your family safe from Cybersecurity threats is on your to-do list



## WordPress All-in-One For Dummies, 4ed | New

**Wilson**

### Description

• WordPress Basics • Setting Up the WordPress Software • Exploring the WordPress Dashboard • Publishing Your Site with WordPress • Examining SEO and Social Media • Customizing the Look of Your Site • Using and Developing Plugins • Running Multiple Sites

with WordPress

9788126562138 | ₹ 699

9788126568789 | ₹ 999

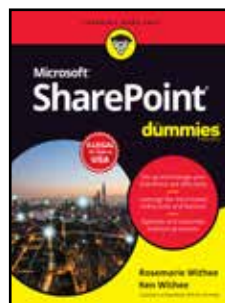


## SQL All-In-One for Dummies, 3ed

**Taylor**

### Description

• SQL Concepts • Relational Database Development • SQL Queries • Data Security • SQL and Programming • SQL, XML, AND JSON • Database Tuning Overview



## Microsoft SharePoint for Dummies

**Withee**

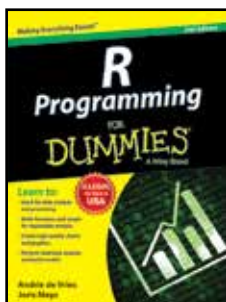
### Description

• Getting Started with SharePoint • Diving Headfirst into SharePoint • Customizing SharePoint • Becoming a SharePoint Administrator • Managing Enterprise Content • The Part of Tens

9788126534494 | ₹ 899

9788126528882 | ₹ 699

## MS EXCEL

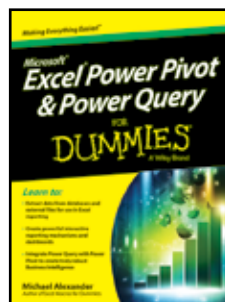


## R Programming for Dummies, 2ed

**Vries**

### Description

• Getting Started with R Programming • Getting Down to Work in R • Coding in R • Making the Data Talk • Working with Graphics • The Part of Tens



## Microsoft Excel Power Pivot & Power Query for Dummies

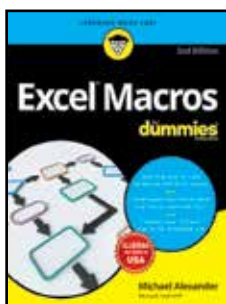
**Alexander**

### Description

Want to familiarize yourself with the rich set of Microsoft Excel tools and reporting capabilities available from PowerPivot and Power Query?

9788126562183 | ₹ 699

9788126562305 | ₹ 699

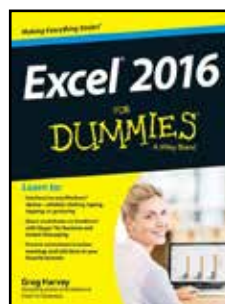


## Excel Macros for Dummies, 2ed | e | k

**Alexander**

### Description

Looking for ready-made Excel macros that will streamline your workflow? Look no further! Excel Macros For Dummies, 2nd Edition helps you save time, automate, and be more productive—even with no programming experience at all.



## Excel 2016 for Dummies

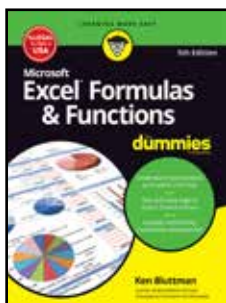
**Harvey**

### Description

The book covers everything you need to know to perform the task at hand. Includes information on creating and editing worksheets, formatting cells, entering formulas, creating and editing charts, inserting graphs, designing database forms

9788126575282 | ₹ 599

9788126558964 | ₹ 699

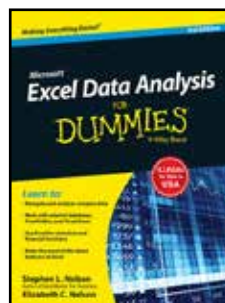


## Microsoft Excel Formulas & Functions For Dummies, 5ed | New

**Bluttman**

### Description

- Getting Started with Formulas and Functions
- Doing the Math
- Solving with Statistics
- Dancing with Data
- The Part of Tens



## Microsoft Excel Data Analysis for Dummies, 3ed

**Nelson**

### Description

- Getting Started with Data Analysis
- PivotTables and Pivot Charts
- Advanced Tools
- The Part of Tens

9789390466733 | ₹ 799

9788126573455 | ₹ 599

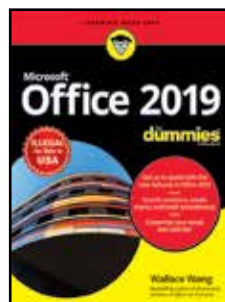


## Microsoft Excel Sales Forecasting for Dummies, 2ed

**Carlberg**

### Description

One of the biggest challenges sales and marketing professionals face is forecasting future sales as accurately as possible.



## Microsoft Office 2019 for Dummies | e | k

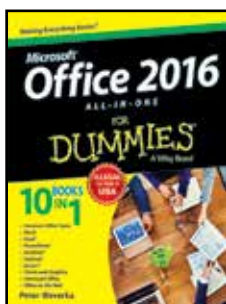
**Wang**

### Description

Microsoft Office basics including typing and formatting text in Word, designing your Word documents, navigating an Excel spreadsheet, editing a spreadsheet, creating formulas, charting and analyzing data, creating a PowerPoint presentation, adding color, pictures, and sound to a presentation

9788126564477 | ₹ 499

9788126578559 | ₹ 599

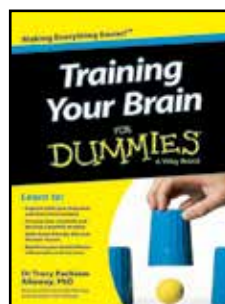


## Microsoft Office 2016 All-In-One for Dummies

**Weverka**

### Description

Perplexed by PowerPoint? Looking to excel at Excel? From Access to Word—and every application in between—this all-encompassing guide provides plain-English guidance on mastering the entire Microsoft Office suite.



## Training Your Brain for Dummies

**Alloway**

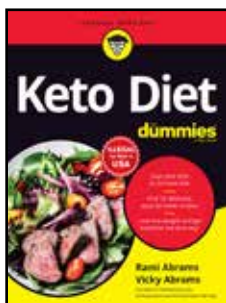
### Description

Did you know that from the age of 20 you lose approximately 10,000 brain cells every day? The good news is that the brain is a muscle so, with regular exercise, you can improve its performance and strengthen it against age-related deterioration.

9788126559084 | ₹ 799

9788126544974 | ₹ 299

## SELF HELP

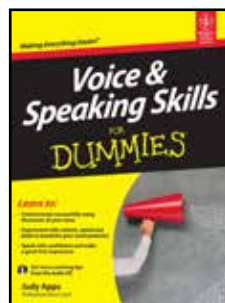


## Keto Diet For Dummies

**Abram**

### Description

- Part 1: Getting Started with the Keto Diet
- Part 2: Doing the Keto Diet
- Part 3: Overcoming Obstacles
- Part 4: Maximizing the Benefits
- Part 5: Keto Recipes
- Part 6: The Part of Tens



## Voice & Speaking Skills for Dummies

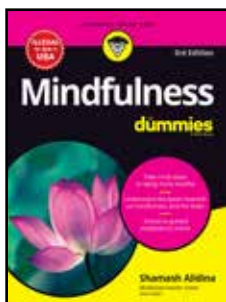
**Apps**

### Description

Voice and Speaking Skills For Dummies will help you to discover the power of your voice, understand how it works, and use your voice like a professional whether in meetings, addressing an audience or standing in front of a classroom.

9788126534241 | ₹ 699

9788126538690 | ₹ 399



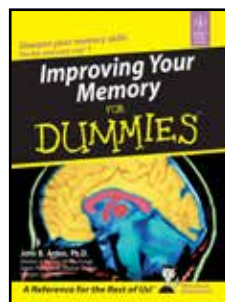
## Mindfulness for Dummies, 3ed | New

**Alidina**

### Description

Are you tired, unproductive or stressed out? Maybe you're suffering from high-blood pressure, illness or even chronic pain? Recommended by medical professionals throughout the UK, mindfulness helps to clear the mind of the distracting thoughts and mental clutter

that accumulate day-to-day.



## Improving your Memory for Dummies

**Arden**

### Description

Whether you are cramming for an exam, have trouble remembering names, or you just want to give your overall memory power a boost, this plain-English guide offers clever tricks to help you remember what you want to remember.

9789388991162 | ₹ 699

9788126514052 | ₹ 499

20

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e - eBook, BS - Bestseller

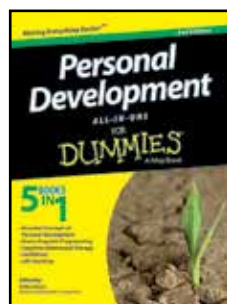


## Blogging for Dummies, 7ed

**Bair**

### Description

• Getting Started with Blogging • Setting Up Your Blog • Fitting In and Feeling Good • Going Beyond Words • Marketing and Promoting Your Blog • Getting Business-y with It • The Part of Tens



## Personal Development All-In-One for Dummies, 2ed

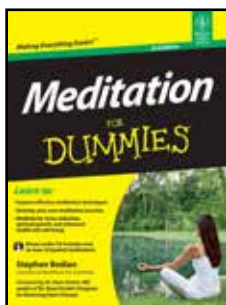
**Burn**

### Description

•Techniques covered:•Cognitive Behavioural Therapy•Neuro-linguistic Programming•Life Coaching•Building Self-confidence

9788126553266 | ₹ 799

9788126544981 | ₹ 499

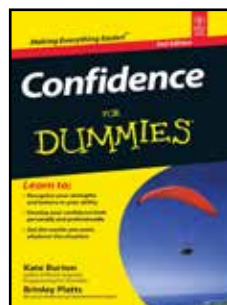


## Meditation for Dummies, 3ed

**Bodian**

### Description

Meditation is a great way to reduce stress, increase energy, and enjoy better health.



## Confidence for Dummies, 2ed

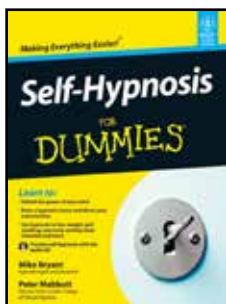
**Burton**

### Description

Everybody could do with some extra confidence in one or more areas of their lives, whether it's at work, in a relationship or when meeting new people.

9788126538744 | ₹ 399

9788126536498 | ₹ 249



## Self - Hypnosis for Dummies

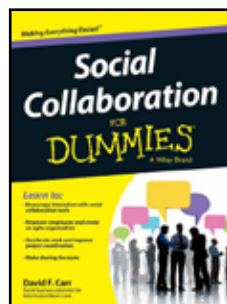
**Bryant**

### Description

Self-Hypnosis For Dummies is a hands-on guide to achieving your goals using hypnosis. Whether you want to lose weight, overcome anxiety or phobias, cure insomnia, stop smoking, or simply stop biting your nails, this guide has it covered! The reassuring and

straight-talking information will help you harness the power of your mind and re-train your subconscious to think in more healthy and constructive ways, and to overcome specific issues, such as anxiety and paranoia, and break bad habits, such as smoking. The easy-to-follow style will guide you through every step of the process, empowering you to take control and start making changes right away.

9788126533572 | ₹ 499



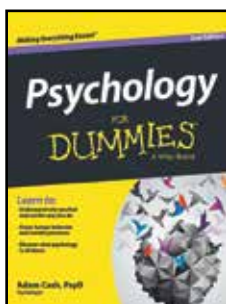
## Social Collaboration for Dummies

**Carr**

### Description

Social Collaboration for Dummies will help you understand and realize the potential of social collaboration to improve operational performance through improved collaboration, knowledge sharing and communication within your organization, big or small.

9788126545971 | ₹ 449

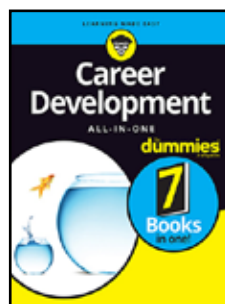


## Psychology for Dummies, 2ed

**Cash**

### Description

Understanding why people behave the way they do can be a real challenge. Psychology for Dummies, 2nd Edition explains human behavior and mental processes in an accessible, user-friendly guide.



## Career Development All-in-One for Dummies

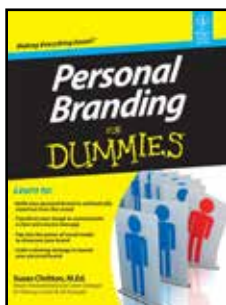
**Dummies**

### Description

Combined from seven of the best For Dummies books on career development topics, Career Development All-in-One For Dummies is your one-stop guide to taking control of your career and improving your professional life.

9788126543809 | ₹ 399

9788126568796 | ₹ 599



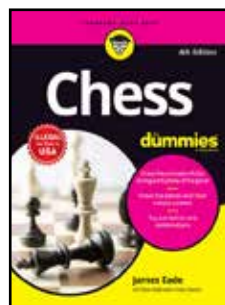
## Personal Branding for Dummies

**Chritton**

### Description

•Using different organizations and associations to increase visibility and exposure to both clients and competitors. •Making the most of networking--from business cards to resumes. •Tapping into Social Media outlets like Facebook, Twitter, and LinkedIn to show-

case a personal brand.



## Chess for Dummies, 4ed | e | k

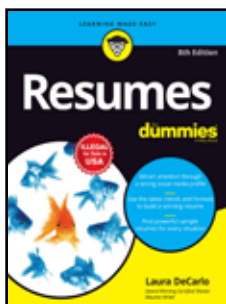
**Eade**

### Description

• Laying the Groundwork for Champion Chess • Gaining Chess Know-How • Game Time: Putting Your Chess Foot Forward • Getting into Advanced Action • The Part of Tens

9788126538737 | ₹ 349

9788126579044 | ₹  
Exclusively distributed by Pan Macmillan



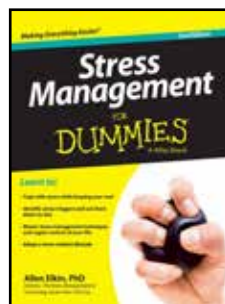
## Resumes For Dummies, 8ed

**DeCarlo**

### Description

Many questions pop in your head. What do employers want? What skills should I highlight? How do I format this? How do I get noticed? But resume writing doesn't have to be a daunting task. The latest edition of Resumes For Dummies answers all of these questions

and more—whether you're a resume rookie, looking for new tips, or want to create that eye-catching winning resume. In this trusted guide, Laura DeCarlo decodes the modern culture of resume writing and offers you insider tips on all the best practices that'll make your skills shine and your resume pop. Let's start writing!



## Stress Management for Dummies, 2ed

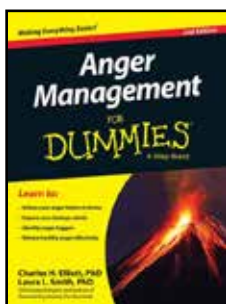
**Elkin**

### Description

Whether its love, work, family, or something else that's got your anxiety in the red zone, this second edition of Stress Management for Dummies helps readers identify the stress triggers in their life and cut them down to size, with new and updated advice.

9788126526086 | ₹ 699

9788126543021 | ₹ 399

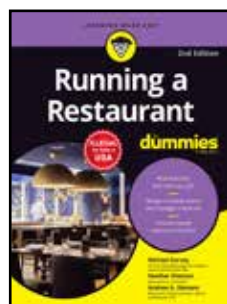


## Anger Management for Dummies, 2ed

**Elliott**

### Description

• Getting Started with Anger Management • Rethinking Anger • Equipping Yourself with Anger Management Tools • Managing Anger Hotspots • Handling Anger from the Past • Living Beyond Anger • The Part of Tens



## Running a Restaurant For Dummies, 2ed

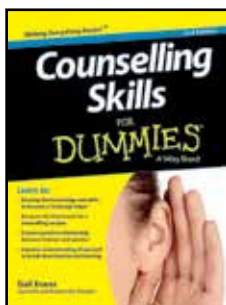
**Garvey**

### Description

Millions of Americans dream of owning and running their own restaurant — because they want to be their own boss, because their cooking always draws raves, or just because they love food. Running a Restaurant For Dummies covers every aspect of getting started for aspiring restaurateurs. From setting up a business plan and finding financing, to designing a menu and dining room, you'll find all the advice you need to start and run a successful restaurant.

9788126557042 | ₹ 499

9788126532315 | ₹ 699



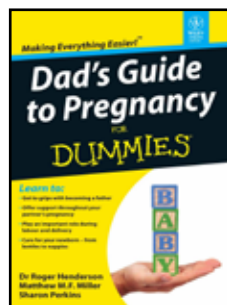
## Counselling Skills for Dummies, 2ed

**Evans**

### Description

• Illustrates how you can create a positive relationship between listener and speaker • Teaches you how to structure a helping conversation • Explains how asking the right questions are important to the progression of the relationship between speaker and listener • Shows

how you can better understand yourself, which is a crucial step in ensuring that you break down your own barriers to listening



## Dad's Guide to Pregnancy for Dummies

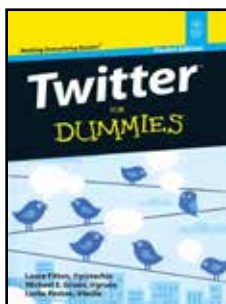
**Henderson**

### Description

Dad's Guide to Pregnancy For Dummies is packed with practical, straightforward information for fathers-to-be, covering all of the logistical, physical and emotional aspects of pregnancy from a dad's unique point of view.

9788126545346 | ₹ 399

9788126535873 | ₹ 349

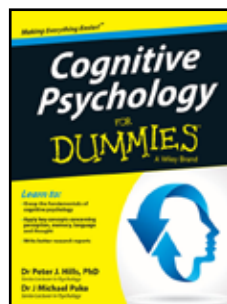


## Twitter for Dummies, Pocket ed

**Fitton**

### Description

The fastest-growing social network utility sports new features, and they're all covered in this how-to guide from a leading Twitter marketing consultant.



## Cognitive Psychology for Dummies

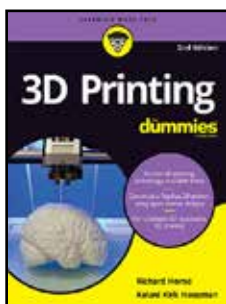
**Hills**

### Description

Cognitive Psychology For Dummies follows the structure of a typical university course, which makes it the perfect supplement for students in need of a clear and enjoyable overview of the topic.

9788126536528 | ₹ 99

9788126562473 | ₹ 499



## 3D Printing for Dummies, 2ed

**Horne**

### Description

3D printing is one of the coolest inventions we've seen in our lifetime, and now you can join the ranks of businesspeople, entrepreneurs, and hobbyists who use it to do everything from printing foods and candles to replacement parts for older technologies



## Feng Shui For Dummies, 2ed

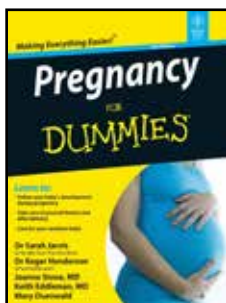
**Kennedy**

### Description

• Getting Started: Feng Shui Made Clear • Energizing Your Home's Exterior • Feathering the Nest: Nurturing and Nourishing Indoor Spaces • Going to the Next Level: Using Feng Shui for Life Change • The Part of Tens

9788126569892 | ₹ 499

9788126554041 | ₹ 699

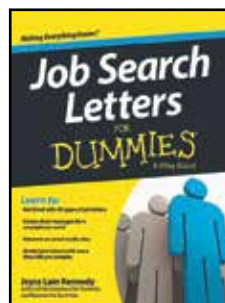


## Pregnancy for Dummies, 2ed

**Jarvis**

### Description

Having a baby is one of the most exciting times for a parent. Each pregnancy is different from the last. Both new and seasoned parents alike have questions and concerns over the course of the nine-month adventure.



## Job Search Letters for Dummies

**Kennedy**

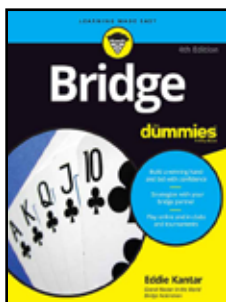
### Description

The economy and job market are slowly recovering from recession and the number of applicants for available jobs is steadily increasing. To help applicants stand out from the crowd, a good cover letter is essential, now more than ever. Job Search Letters for Dummies

includes bleeding edge information from Joyce Lain Kennedy.

9788126535880 | ₹ 349

9788126543762 | ₹ 399

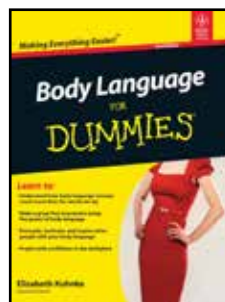


## Bridge for Dummies, 4ed

**Kantar**

### Description

Bridge is the most popular card game in the world—and, as any player will tell you, is simply the best card game ever.



## Body Language for Dummies, 2ed

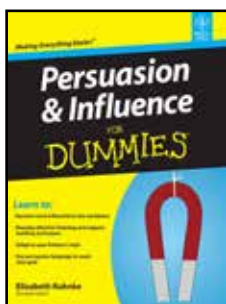
**Kuhnke**

### Description

Actions really do speak louder than words. If you are puzzled by other people or want to improve the impression you give, having an insight into body language is key.

9788126563265 | ₹ 499

9788126536504 | ₹ 499



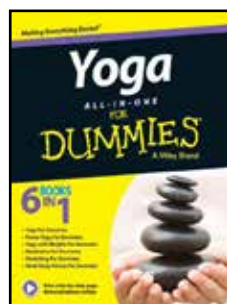
## Persuasion & Influence for Dummies

**Kuhnke**

### Description

•The key elements in becoming more persuasive body language, listening skills, using persuasive words and actions•Finding a common ground and establishing a connection with your audience•Capturing their attention and keeping them interested•Putting yourself across convincingly•Getting things done through others•Identifying the type of person you're dealing with - and responding in an appropriate manner

9788126538706 | ₹ 349



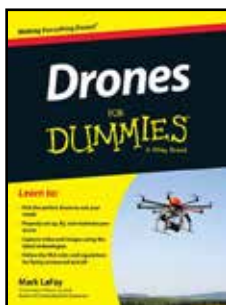
## Yoga All-in-One for Dummies

**Payne**

### Description

If you want to incorporate yoga into your daily routine or ramp up what you're already doing, Yoga All-In-One for Dummies is the perfect resource!

9788126555178 | ₹ 499



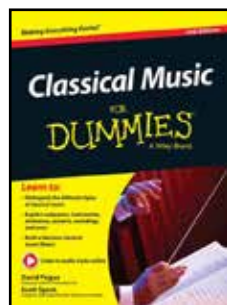
## Drones for Dummies | e | k

**Lafay**

### Description

• Getting Started with Drones • Before You Fly • Miracle of Flight • Aerial Photos and Videos • The Part of Tens

9788126554430 | ₹ 399



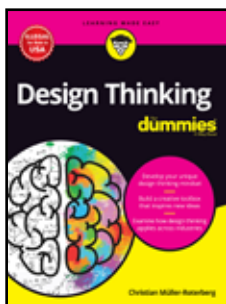
## Classical Music for Dummies, 2ed | e | k

**Pogue**

### Description

• Getting Started with Classical Music • Listen Up! • A Field Guide to the Orchestra • Peeking into the Composer's Brain • The Part of Tens

9788126557387 | ₹ 499



## Design Thinking For Dummies

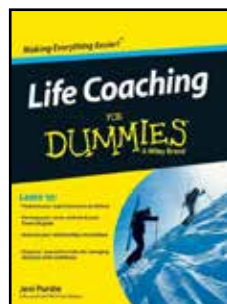
**Muller-Roterberg**

### Description

Organizations that can innovate have an advantage over competitors who stick to old processes, models, and products. Design Thinking For Dummies walks would-be intrapreneurs through the steps of incorporating design thinking principles into their

organizations. Written by a recognized expert in the field of design thinking, the book guides readers through the steps of adapting to a design thinking culture, identifying customer problems, creating and testing solutions, and making innovation an ongoing process.

9788126520688 | ₹ 799



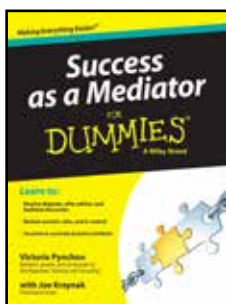
## Life Coaching for Dummies, 2ed

**Purdie**

### Description

If you're interested in doing away with negative beliefs, making a significant change in your life, and, finally, create-and live-the life you want, life coaching is the key.

9788126533749 | ₹ 499



## Success As A Mediator for Dummies

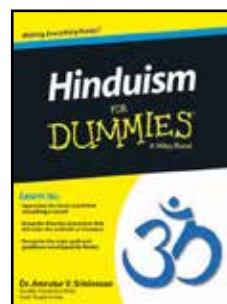
**Pyncheon**

### Description

Success as a Mediator for Dummies tackles two aspects of success as a mediator -- performance and business / financial success. Readers discover how to become a top-notch mediator by choosing a niche and acquiring the fundamental education and skills to perform the

job.

9788126541355 | ₹ 399



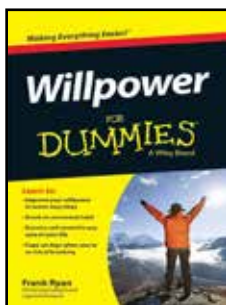
## Hinduism for Dummies

**Srinivasan**

### Description

Hinduism For Dummies provides readers with a thorough introduction to this ancient and popular world belief system. It provides readers with information on the rites, rituals, deities, and teachings associated with the practice of Hinduism.

9788126549467 | ₹ 499



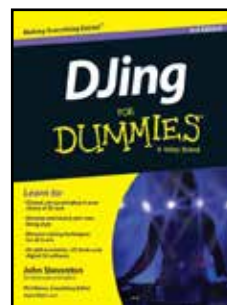
## Willpower for Dummies

**Ryan**

### Description

Willpower for Dummies shows you how to train, strengthen and improve your willpower in seven easy steps! Written by a clinical psychologist and cognitive therapist, the book proves that willpower can be learned like any other skill and provides tons of practical exercises and strategies you can start using today.

9788126552191 | ₹ 149



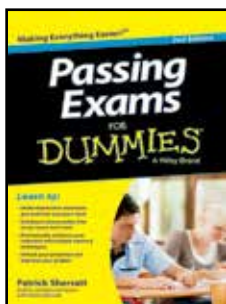
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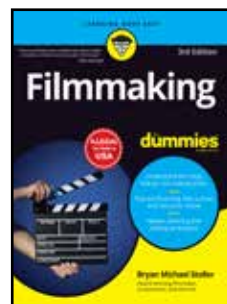
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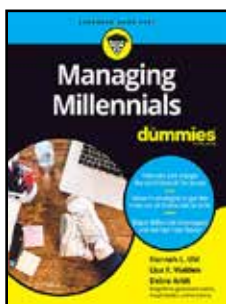
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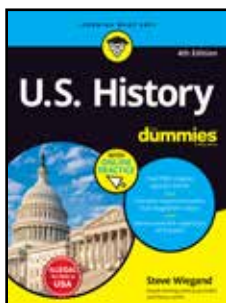
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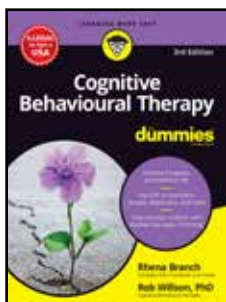
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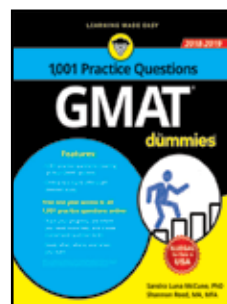
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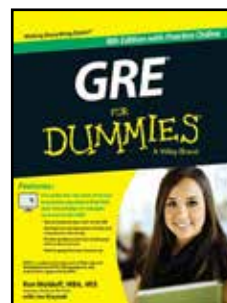
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