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ПАМЯТНИК ПЕРВАЯ

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РАНЕЕЗНАМО ПЕРПАА

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ПАВЕЛЪ ТИМО ПЕРПА

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ПАМЯТИ ИЛИ ПЕРВАЯ

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РАНЕЕЗНАМО ПЕРПАА

ΕΙΣΑΓΩΓΗ.....	Σελ. 1
---------------	--------

ΘΕΩΡΗΤΙΚΟ ΜΕΡΟΣ

ΚΕΦΑΛΑΙΟ 1: ΟΡΓΑΝΩΣΙΑΚΗ	
ΣΥΜΠΕΡΙΦΟΡΑ.....	Σελ. 3
1.1 ΟΡΙΣΜΟΣ, ΕΝΝΟΙΑ ΚΑΙ ΒΑΣΙΚΑ ΣΤΟΙΧΕΙΑ	
ΟΡΓΑΝΩΣΙΑΚΗΣ ΣΥΜΠΕΡΙΦΟΡΑΣ.....	Σελ. 3
1.2 ΣΥΣΤΗΜΑ ΟΡΓΑΝΩΣΙΑΚΗΣ	
ΣΥΜΠΕΡΙΦΟΡΑΣ.....	Σελ.22
1.2 ΜΟΝΤΕΛΑ ΟΡΓΑΝΩΣΙΑΚΗΣ	
ΣΥΜΠΕΡΙΦΟΡΑΣ.....	Σελ.26
ΚΕΦΑΛΑΙΟ 2: ΕΝΔΟΕΠΙΧΕΙΡΗΣΙΑΚΕΣ ΕΠΙΚΟΙΝΩΝΙΕΣ ΚΑΙ	
ΣΥΜΠΕΡΙΦΟΡΕΣ.....	Σελ.32
2.1 ΣΗΜΑΣΙΑ ΕΝΔΟΕΠΙΧΕΙΡΗΣΙΑΚΟΥ ΠΕΡΙΒΑΛΛΟΝΤΟΣ.....	Σελ.32
2.2 ΠΑΡΑΓΟΝΤΕΣ ΠΟΥ ΣΥΝΘΕΤΟΥΝ ΤΟ ΕΣΩΤΕΡΙΚΟ ΠΕΡΙΒΑΛΛΟΝ ΜΙΑΣ	
ΕΠΙΧΕΙΡΗΣΗΣ.....	Σελ.34
2.3 ΟΡΙΣΜΟΣ ΕΝΔΟΕΤΑΙΡΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ.....	Σελ.42
2.4 ΕΙΔΗ ΕΝΔΟΕΤΑΙΡΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ.....	Σελ.46
2.5 ΕΜΠΟΔΙΑ ΣΤΗΝ ΕΠΙΚΟΙΝΩΝΙΑ.....	Σελ.49
2.6 ΤΑ ΚΥΡΙΟΤΕΡΑ ΛΑΘΗ ΣΤΗΝ ΕΝΔΟΕΤΑΙΡΙΚΗ ΕΠΙΚΟΙΝΩΝΙΑ.....	Σελ.51
2.7 ΤΑ 7 C'S ΤΗΣ ΑΠΟΤΕΛΕΣΜΑΤΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ.....	Σελ.53
2.8 Η ΕΠΙΚΟΙΝΩΝΙΑ ΚΑΙ Η ΣΗΜΑΣΙΑ ΤΗΣ ΣΤΗΝ ΕΠΙΧΕΙΡΗΣΗ.....	Σελ.54
2.9 Η ΕΝΔΥΝΑΜΩΣΗ ΚΑΙ Η ΣΗΜΑΣΙΑ ΤΗΣ ΣΤΗΝ ΕΠΙΧΕΙΡΗΣΗ.....	Σελ.58
ΚΕΦΑΛΑΙΟ 3: ΣΥΓΚΡΟΥΣΕΙΣ.....	Σελ.63
3.1 ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΕΝΝΟΙΑ ΤΗΣ ΣΥΓΚΡΟΥΣΗΣ.....	Σελ.63
3.2 ΠΗΓΕΣ ΣΥΓΚΡΟΥΣΕΩΝ.....	Σελ.64
3.3 ΕΙΔΗ ΣΥΓΚΡΟΥΣΕΩΝ.....	Σελ.66
3.4 ΣΥΝΕΠΕΙΕΣ ΣΥΓΚΡΟΥΣΕΩΝ.....	Σελ.67
3.5 Η ΕΝΝΟΙΑ ΤΗΣ ΔΥΝΑΜΗΣ.....	Σελ.69
3.6 ΠΗΓΕΣ-ΒΑΣΕΙΣ ΔΥΝΑΜΗΣ.....	Σελ.70
3.7 ΑΝΤΙΜΕΤΩΠΙΣΗ ΣΥΓΚΡΟΥΣΕΩΝ.....	Σελ.73

ΚΕΦΑΛΑΙΟ 4: ΣΥΝΑΙΣΘΗΜΑΤΙΚΗ ΝΟΗΜΟΣΥΝΗ.....	ΣΕΛ.76
4.1 Η ΕΝΝΟΙΑ ΤΗΣ ΣΥΝΑΙΣΘΗΜΑΤΙΚΗΣ ΝΟΗΜΟΣΥΝΗΣ.....	ΣΕΛ.76
4.2 ΟΡΙΣΜΟΣ ΤΗΣ ΣΥΝΑΙΣΘΗΜΑΤΙΚΗΣ ΝΟΗΜΟΣΥΝΗΣ.....	ΣΕΛ.78
4.3 Η ΧΡΗΣΙΜΟΤΗΤΑ ΤΗΣ ΣΥΝΑΙΣΘΗΜΑΤΙΚΗΣ ΝΟΗΜΟΣΥΝΗΣ.....	ΣΕΛ.81
4.4 Η ΑΝΑΠΤΥΞΗ ΤΗΣ ΣΥΝΑΙΣΘΗΜΑΤΙΚΗΣ ΝΟΗΜΟΣΥΝΗΣ.....	ΣΕΛ.83
4.5 Η ΜΕΤΡΗΣΗ ΤΗΣ ΣΥΝΑΙΣΘΗΜΑΤΙΚΗΣ ΝΟΗΜΟΣΥΝΗΣ.....	ΣΕΛ.85
ΚΕΦΑΛΑΙΟ 5: ΑΝΘΡΩΠΙΝΕΣ ΣΧΕΣΕΙΣ ΚΑΙ ΣΤΡΕΣ.....	ΣΕΛ.89
5.1 ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΕΝΝΟΙΑ ΤΟΥ ΣΤΡΕΣ.....	ΣΕΛ.89
5.2 ΣΥΜΠΤΩΜΑΤΑ ΝΤΙΣΤΡΕΣ.....	ΣΕΛ.91
5.3 ΣΥΝΘΗΚΕΣ ΕΝΤΑΤΙΚΟΠΟΙΗΣΗΣ ΤΟΥ ΣΤΡΕΣΣΟΓΟΝΟΥ ΕΡΕΘΙΣΜΑΤΟΣ.....	ΣΕΛ.95
5.4 ΤΥΠΟΙ ΣΥΜΠΕΡΙΦΟΡΑΣ ΚΑΙ ΚΑΤΑΣΤΑΣΗ ΥΓΕΙΑΣ.....	ΣΕΛ.97

ΠΡΑΚΤΙΚΟ ΜΕΡΟΣ

ΕΡΕΥΝΑ ΣΤΗΝ ΕΤΑΙΡΕΙΑ «ΑΔΕΛΦΟΙ ΣΑΡΑΚΑΚΗ Α.Ε.Β.Ε.» ΜΕΣΩ ΕΡΩΤΗΜΑΤΟΛΟΓΙΩΝ ΣΥΝΑΛΛΑΚΤΙΚΗΣ ΑΝΑΛΥΣΗΣ.....	ΣΕΛ.100
ΑΠΟΤΕΛΕΣΜΑΤΑ ΕΠΕΞΕΡΓΑΣΙΑΣ ΕΡΩΤΗΜΑΤΟΛΟΓΙΩΝ.....	ΣΕΛ. 102
ΕΠΙΛΟΓΟΣ - ΣΥΜΠΕΡΑΣΜΑΤΑ.....	ΣΕΛ. 129
ΠΡΟΤΑΣΕΙΣ.....	ΣΕΛ. 131
ΒΙΒΛΙΟΓΡΑΦΙΚΕΣ ΑΝΑΦΟΡΕΣ	
ΠΑΡΑΡΤΗΜΑ	

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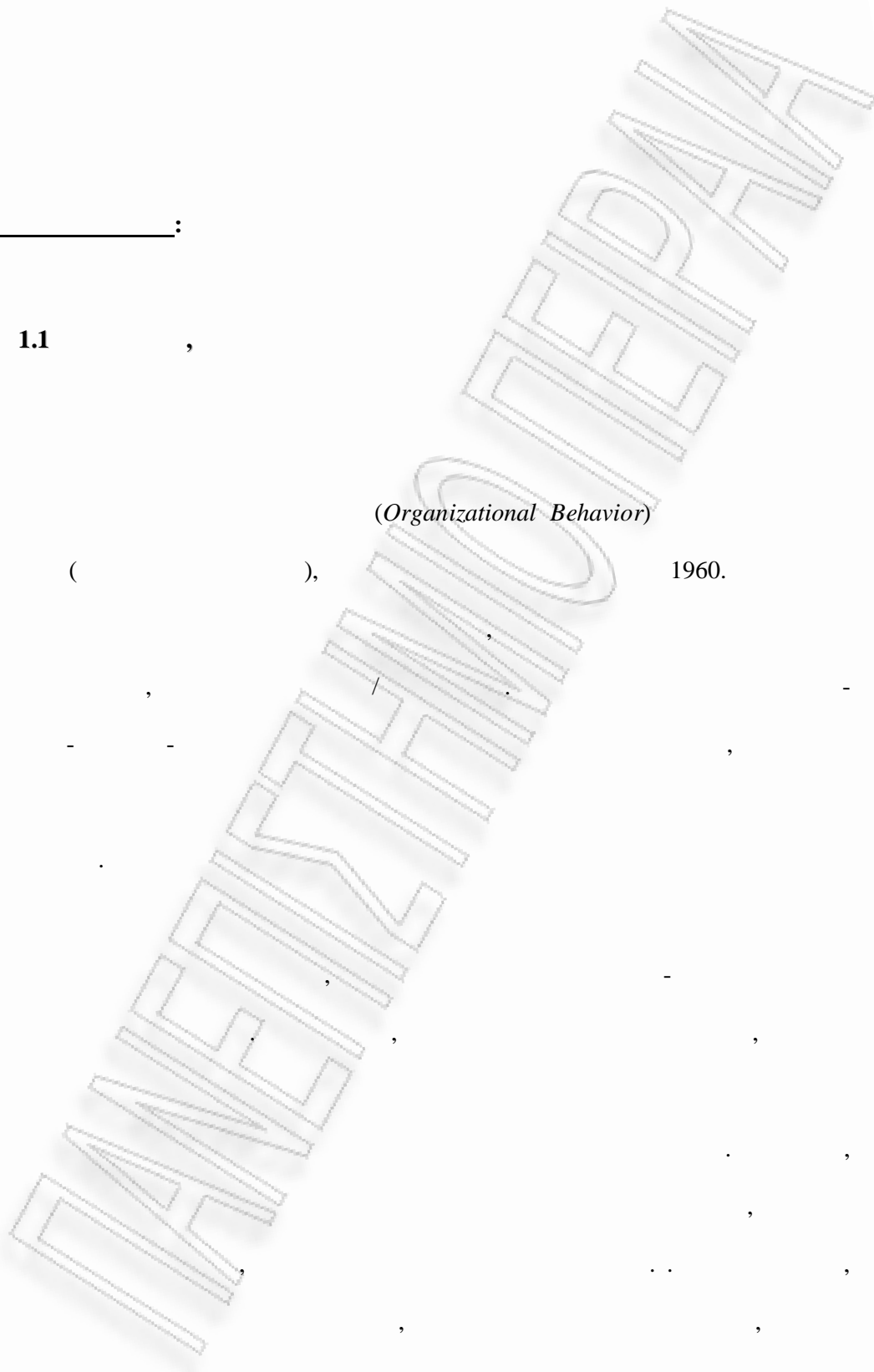
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(Organizational Behavior)

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ПАВЛЕТХМО ПЕРПАА

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ПАВЕЛЪ ТИМО ТЕРПАА

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General Motors

ПАВЕЛЪ ТИМО ТЕПАН

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ПАВЕЛЪ ТИМО ТЕПАН

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ПАМЯТИ ИМЕНИ ПЕРВАЯ

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ПАМЯТНО ТЕПАН

РАНЕЕЗНАКОМСТВО

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РАНЕЕ НЕ ПЕРПА

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ПАМЯТИ ИМЕНА ПЕРВАЯ

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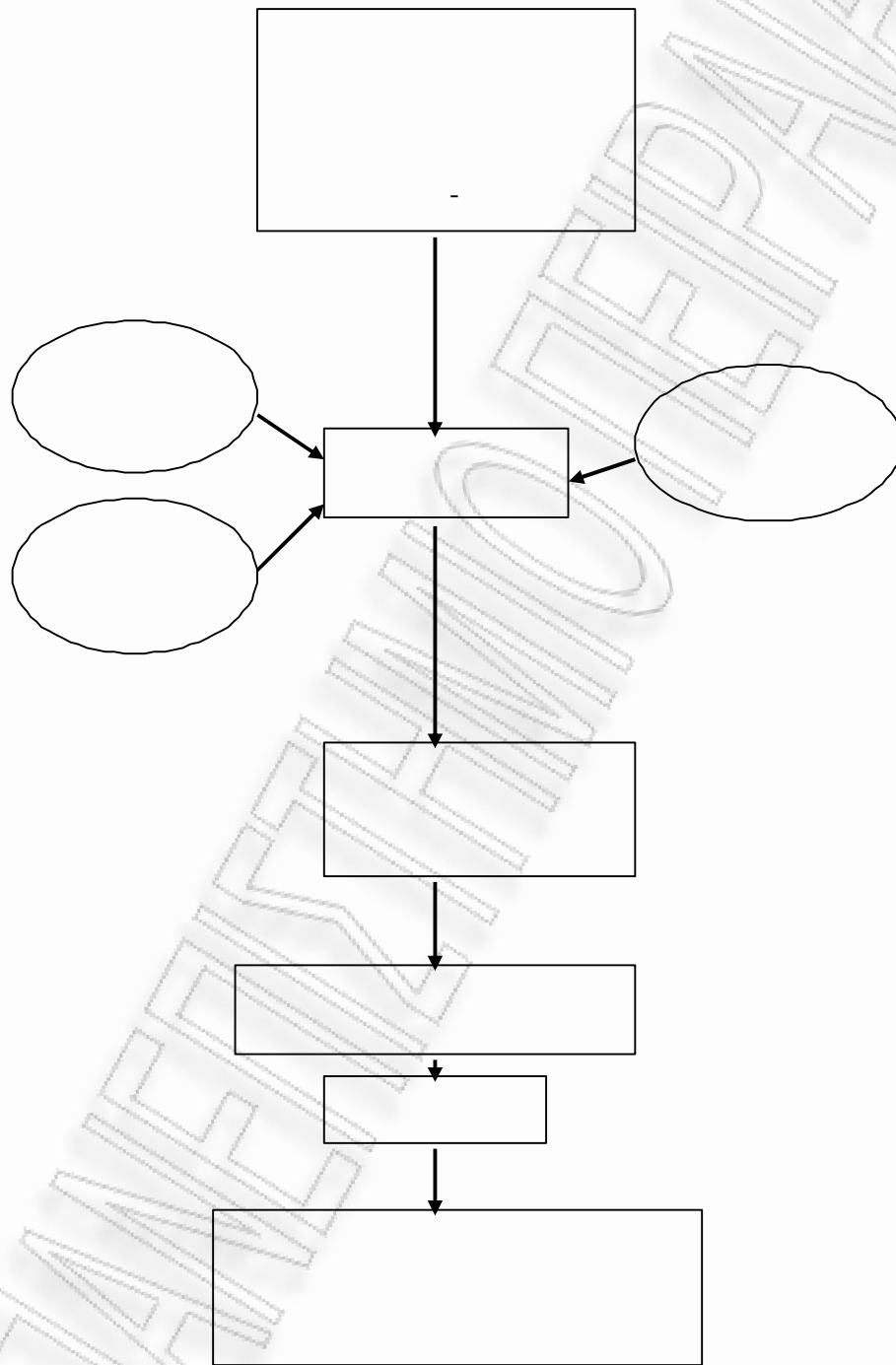
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РАНЕЕЗНАМО ПЕРПАА



: Human Behavior at Work, Organizational Behavior (K.Davis/J.Newstrom)
McGraw ó Hill, ninth edition,1993, . 28, ().

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ПАМЯТНОСТЬ

ПАМЯТНО ТЕПЛА

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Keith Davis,

ó

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: Human Behavior at Work, Organizational Behavior (K.Davis/J.Newstrom)
 McGraw ó Hill, eighth edition,1989, . 29, ().

РАНЕЕЗНАМО ПЕРПАА

РАНЕЕЗНАМО ПЕРПАА

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ПАМЯТИ ТЕПЛА

Abraham Maslow

William Ouchi,

Davis,

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ПАМЯТНОСТЬ ПЕРВАЯ

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2.1

ПАМЯТНОСТЬ

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ø60 ø70.

ø60 ø70

(capabilities),

(resources),

(core competence)

(distinctive competence).

2.2

АНЕКТНО РЕПАА

(strengths)

(weaknesses)

(structure),

(culture)

(resources)

(simple

&

structure),
structure).

(functional structure)

(divisional

, marketing,

()

1)

2)

ПАНЕЛІЗМ ПЕРПА

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Mercedes.

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РАНЕЕЗНАМО ПЕРПАА

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(joint venture).

ПАВЕЛЪ ТИМО ТЕПАН

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ПАМЯТНО ТЕПЛА

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ПАМЯТНОЕ ПЕЧАТ

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ПАМЯТНОЕ ПЕЧАТ

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2.3

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(behavioral)

МАТЕМАТИЧЕСКАЯ

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ПАМЯТНОЕ ПЕЧАТ

ó , , & , focus groups, (target group), « » , « ».

2.4

2.4.1.

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2.4.2.

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2.4.3.

АНЕКДОТНО ТЕПЛА

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2.4.4.

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ПАВЕЛЪТЪМО ПЕРПАА

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ПАМЯТИ ИМЕНА

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■ : Tom Peters «In search of excellence»

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. Script a mane!

✓

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PAVEZTAMO PEPAA

(raw data),

2.7 7 Cs

7 C

Clarity: less is more, leave out the waffle

Context: timing and situation are critical to success

Content: prepare, think on paper

Continuity: over-time

Consistency: builds confidence, no surprises or mixed signals

&

Channels: the channel is clear, consistent and in context

Credibility: credibility builds trust and connects people

2.8

ПАНЕЛІЗМ ПЕРПА

&

(feedback).

()

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

АНГЛИЙСКОЕ ПЕЧАТ

&

- (the noble).

- (the socratic).

- (the reflective).

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« »

- (the magistrate).

« »

- (the candidate).

- (the senator).

« »

&

: (formal communication)
(informal communication).

2.9

&

(empowerment)

management,

(self-perceptions),

&



(motivational enhancement).

&

Coffey, Cook Hunsaker (1994),

• (self-initiated empowerment).

• (empowerment by others).

• (empowerment by manager).

&

РАНЕЕЗНАКОМСТВО

&

2007

62

_____:

3.1

Conflict is a state of mind characterized by indecision, uncertainty, dilemma, tension and anxiety.

∅

(personal)

(interpersonal)

(inter group).

&

(latent).

(perceived),

(felt)

(aftermath).

3.2

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- ✓
- ✓
- ✓
- ✓
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6

ПАМЯТНО ТЕПЛА

3.3

❖

❖

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АНТИКРИЗИСНО ТЕПЛА

3.4

- ✓
- ✓
- ✓
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- ✓
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- ✓
- ✓
- ✓
- ✓

ПАНЕЛІЗМНО ПЕРПАА
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ПАМЯТНОЕ ПЕЧАТ

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3.5

(power)

(influence).

(control)

ПАНЕЛІЗМ ПЕРПАА

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1)

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2)

3)

3.6

ПАВЕЛЪ ТИМО ТЕПАН

&

(coercion)

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(coercive):

. Coercive power is the extent to which a person has the ability to punish or harm someone else.

(reward):

. It derives from the individual's capacity to reward others.

bonus,

(legitimate):

. Legitimate power equals the individual's ability to direct the activities of others.

(expert):

. Expert power is based on superior knowledge of a certain field. People, whose expertise is highly regarded, are

&

among the most powerful people in organizations.

(referent):

Referent power is power through identification.

3.7

&

Blake Mouton 1964.

(Avoiding), (Compromising), (Integrating),
(Obliging), (Dominating),

&

РАНЕЕЗНАКО ПЕРПАА

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2007

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4.1

60

Robert Thorndike

«

» (ōsocial intelligenceō)

1930.

David Wechsler

«

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1940

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«

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1943 Wechsler

: «...

&

...» (Wechsler, 1943).

1983.

1980, Howard Gardner

« » (multiple intelligence)

« » « »

IQ

, Reuven Bar-On

EQ-I,

1990 Peter Salovey John Mayer

«

».

« »

«

» (Sternberg, 1996),

Sternberg

&

» (street smarts)-

IQ

4.2

(emotional intelligence)

(Goleman,

1998).

, Goleman (1998)

(accurate self assessment), (self-confidence).

&

- (,) ,
- (empathy-),
- (social skills-, (leadership-),

Boyatzis, Goleman

Rhee (2000)

: «

Goleman

(EQ)

IQ:

Salovey & Mayer (1994),

EQ

&

Rahim (2003)

EQ

Goleman.

❖ (self-awareness).

❖ (self-regulation).

❖ (motivation).

❖ (empathy).

❖ (social skills).

4.3

Goleman

IQ EQ

IQ

EQ.

Steiner (1997)

Salovey & Mayer (1990)

IQ

EQ,

1.

IQ

IQ

2.

(threshold) IQ

6

per se

IQ.

&

management

(emotional conflict).

(trust)

(loyalty),

(team-based workplace),

&

80%

IQ.

20%

manager,

EQ,

managers

managers

4.4

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&

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EQ

EQ

EQ

management,

EQ

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4.5

EQ

Daniel Goleman

IQ

EQ

&

(self-reported EI measures)

EI

Salovey & Mayer

1990.

Trait Meta Mood Scales

(. . «
 »),
 (. . «
 »)
 (. . «
 »).

Toronto Alexithymia Scale.

(empathy)

&

EI

« »

, Bar-On (1997)

Bar-On Emotional Quotient Inventory,

(133)

Emotional Control Questionnaire,

Roger

Najarian,

« », « »

« » « »

, Goleman

Emotional Quotient (EQ)

Goleman

IQ,

Steiner,

()

EQ

&

Goleman

: «

(*empathy*),

...».

, Martinez

Goleman

(*feedback*)

EQ

ПАМЯТНО ТЕМА

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5.1

« » , « »

: (Eustress), « »

« » (Distress), « »

&

(Optimal Stress Level),

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ПАМЯТНО ТЕПЛА

РАНЕЕЗНАМО ПЕРПАА

РАНЕЕЗНАМО ПЕРПАА

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ПАМЯТИ ИМЕНИТЕРА

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ПАВЕЛЪ ТИМО ТЕПАН

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ПАМЯТИ ИМЕНИТЕРА

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5.4

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, 1974 Friedman Rosenman

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МАТЕМАТИЧЕСКАЯ

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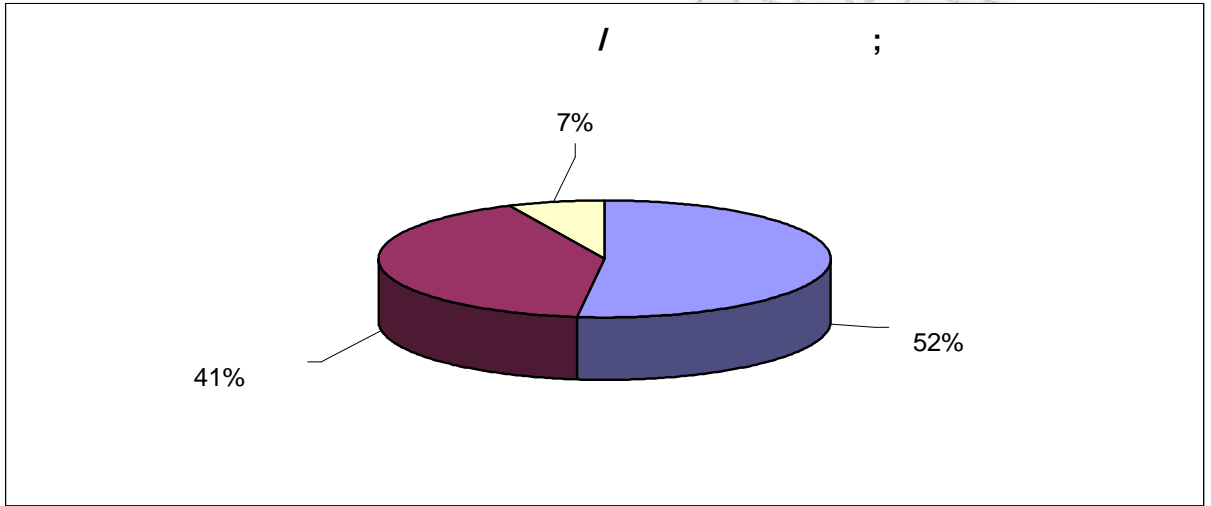
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n×30),

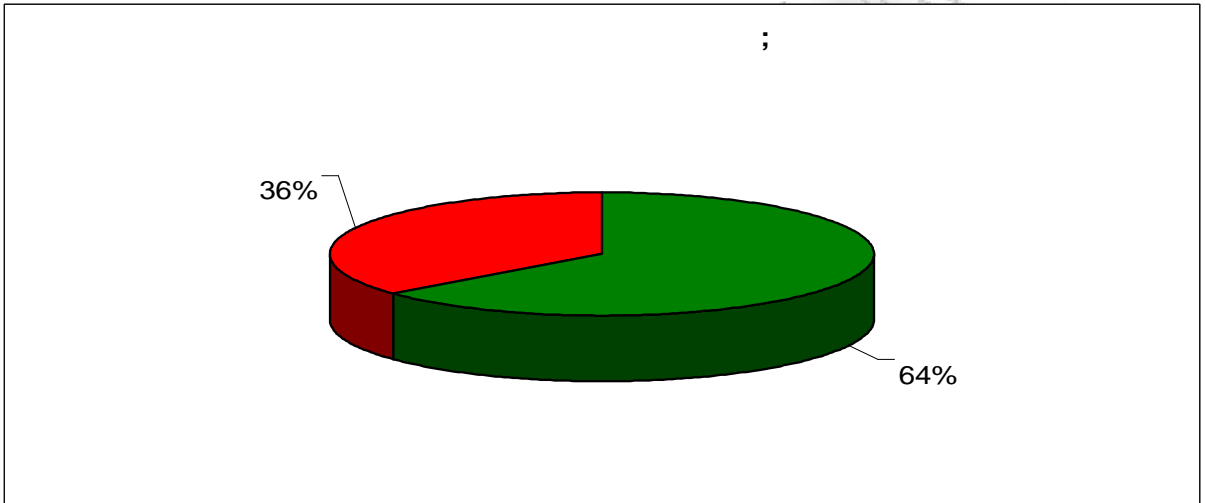
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ПАВЕЛЪ ИМО ТЕПАН

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FAVORABLE

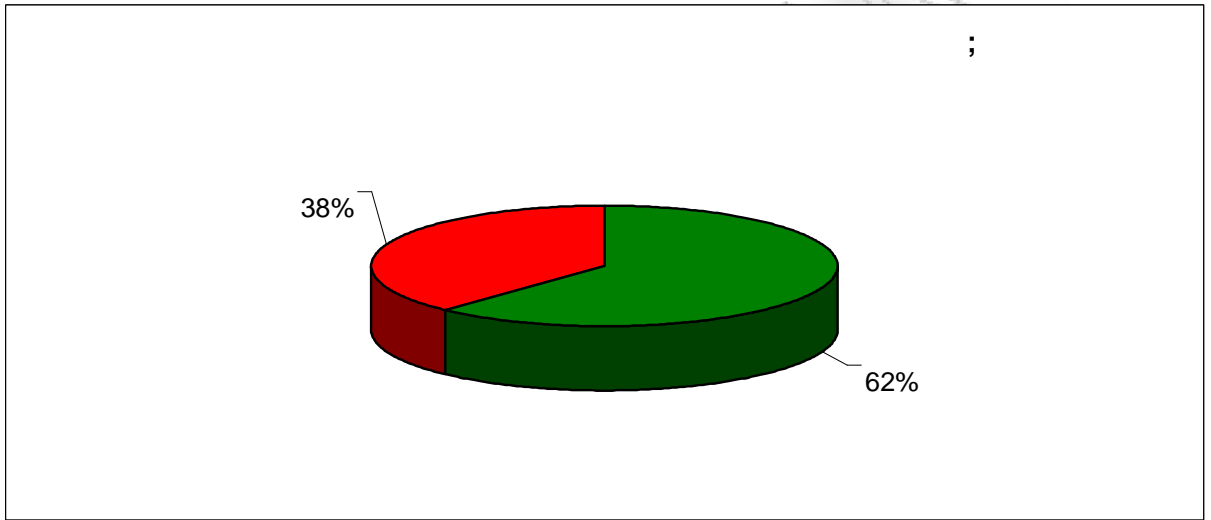
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3:

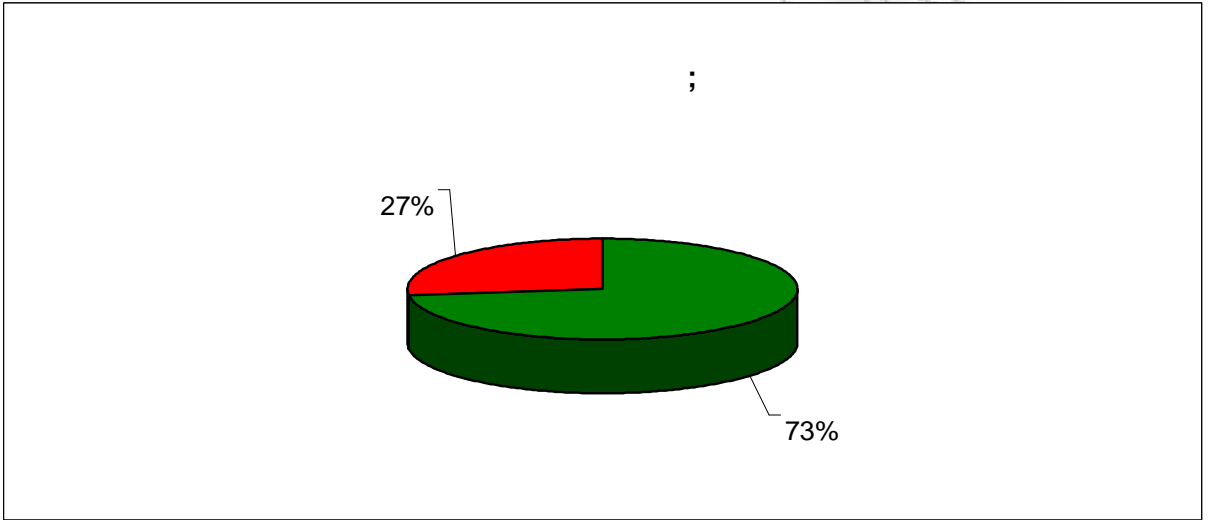


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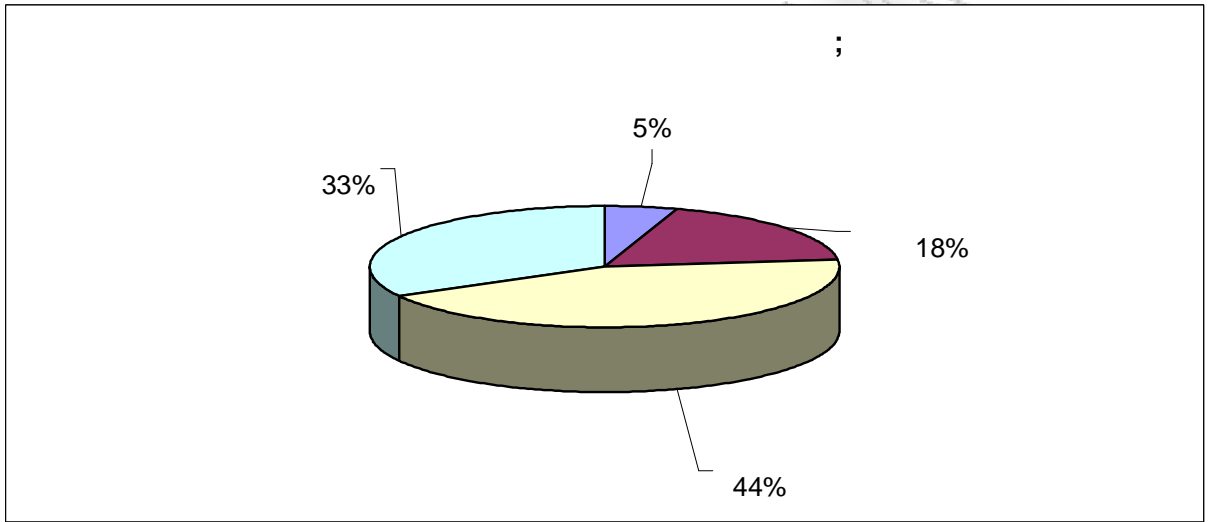
(38%),

4:



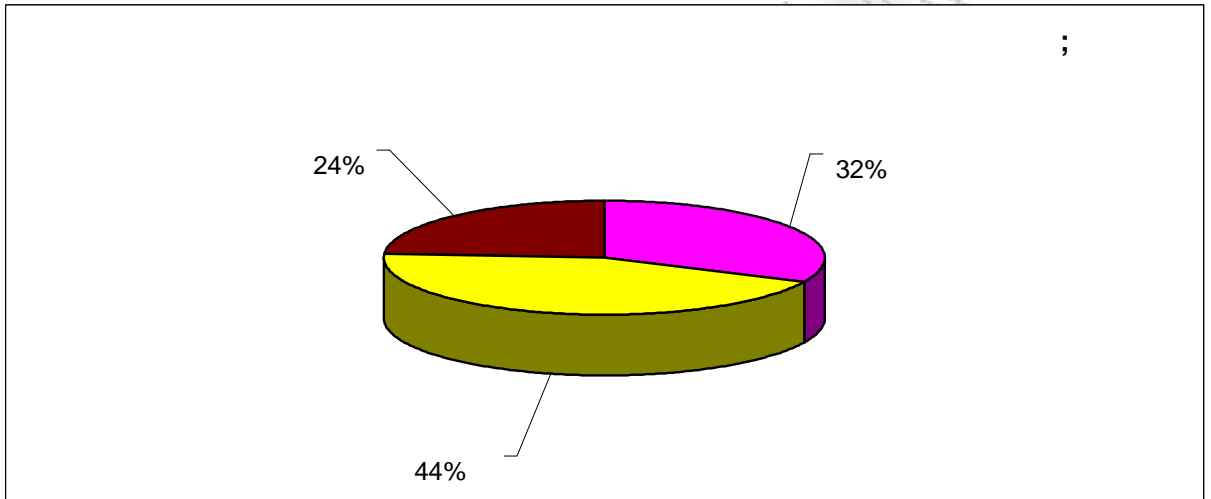
PAVEZTAMC

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FAVORABLE

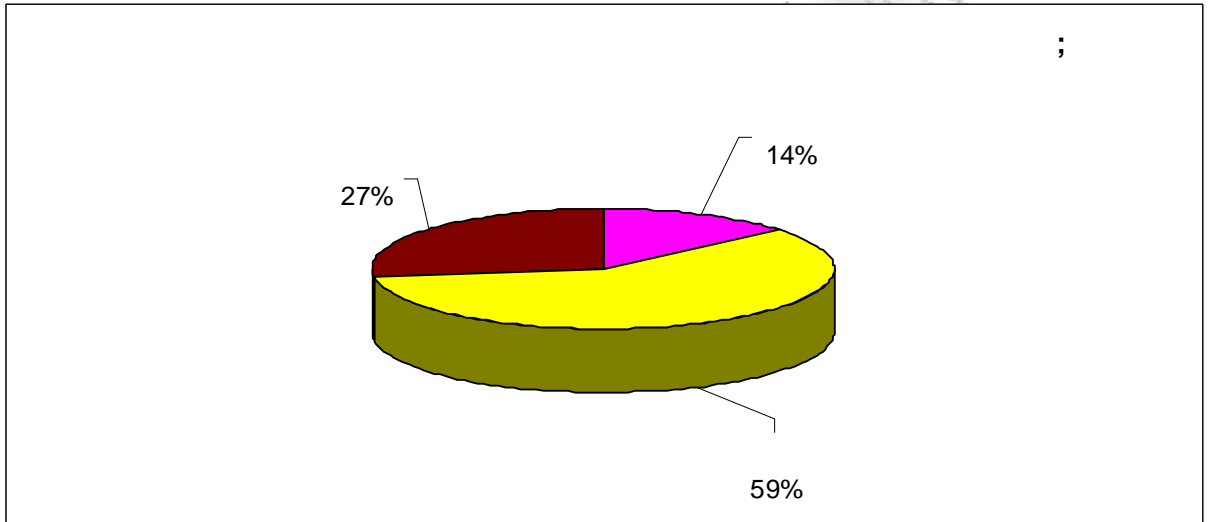
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FAKULTAS TEKNIK
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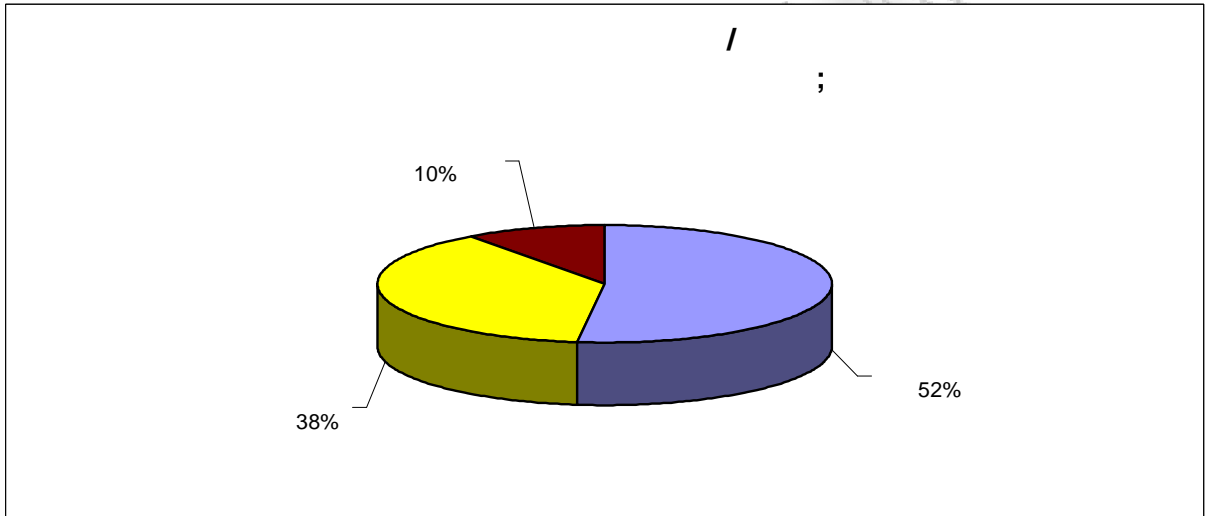
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FAKULTAS TEKNIK
UNIVERSITAS BINA WISATA

8:



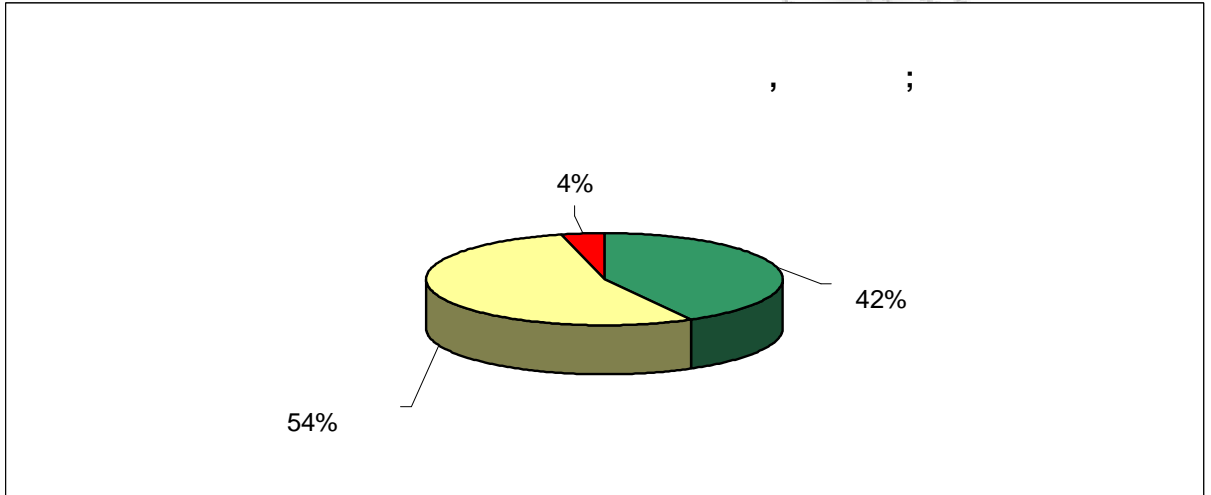
52%,

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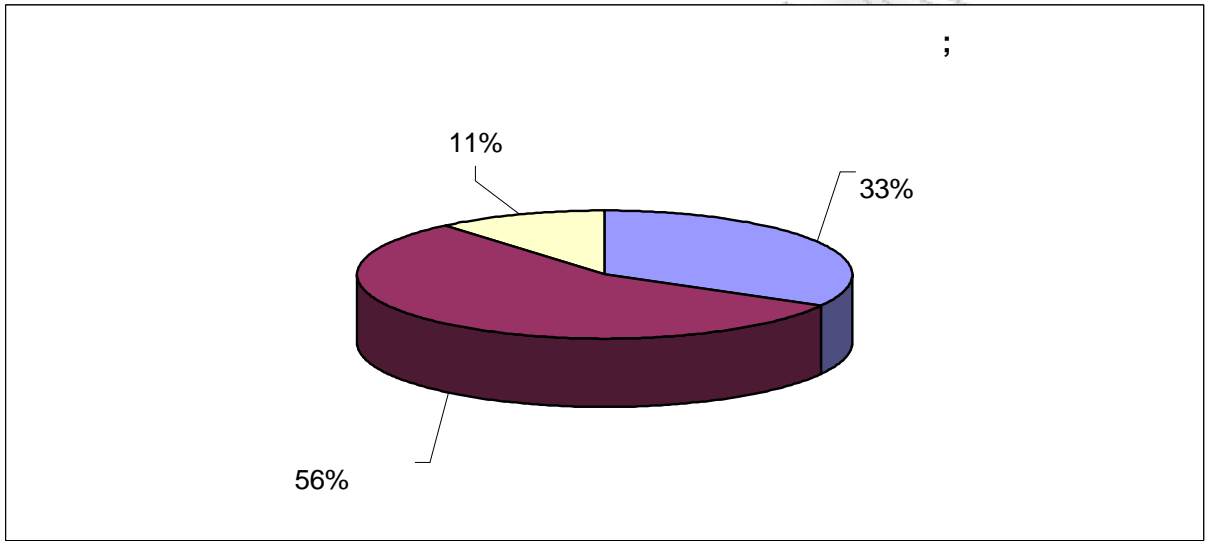


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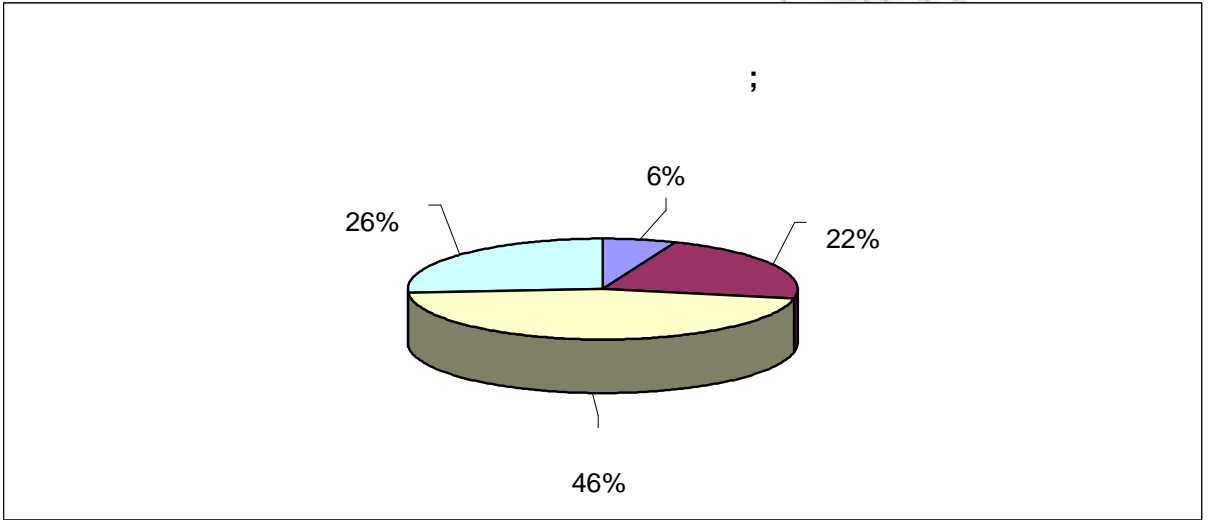
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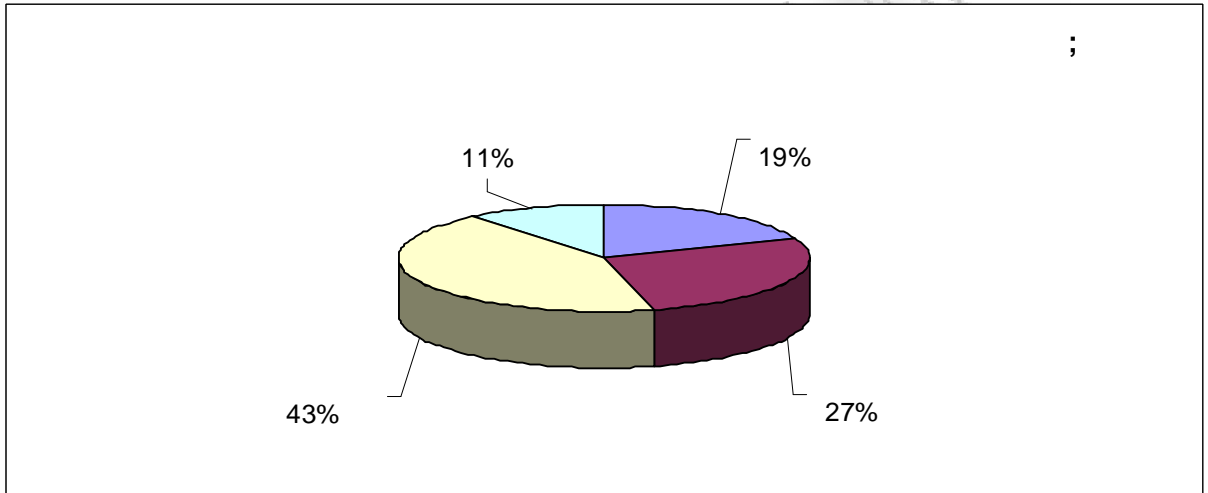
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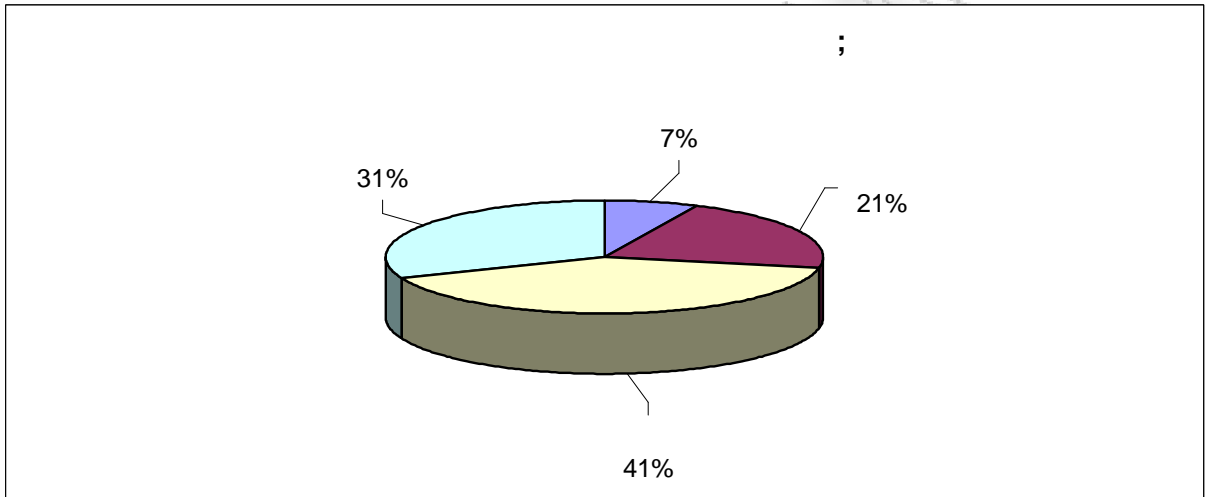
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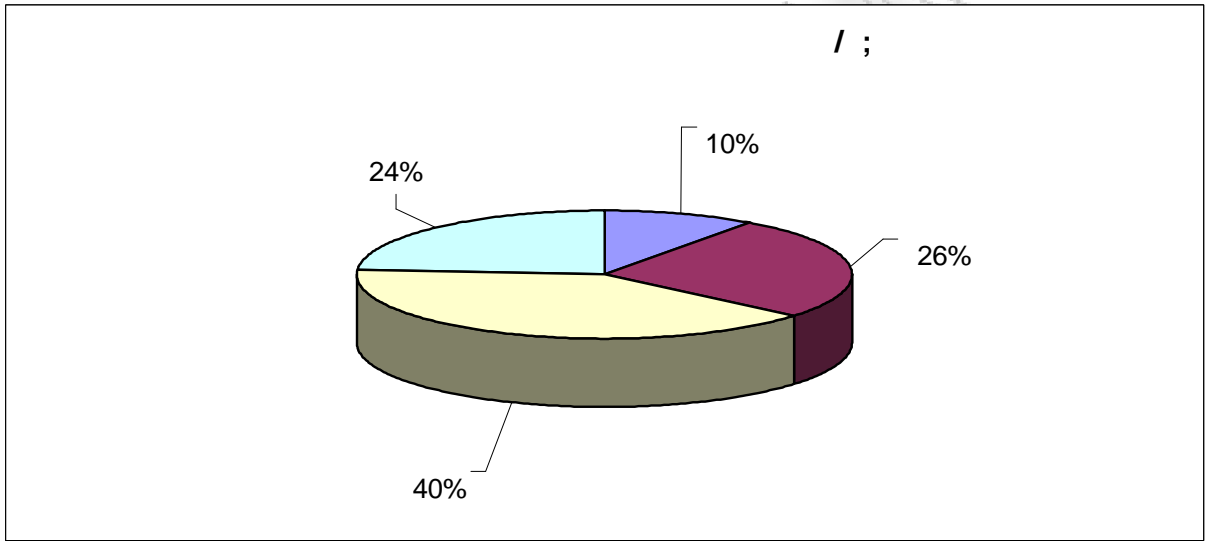
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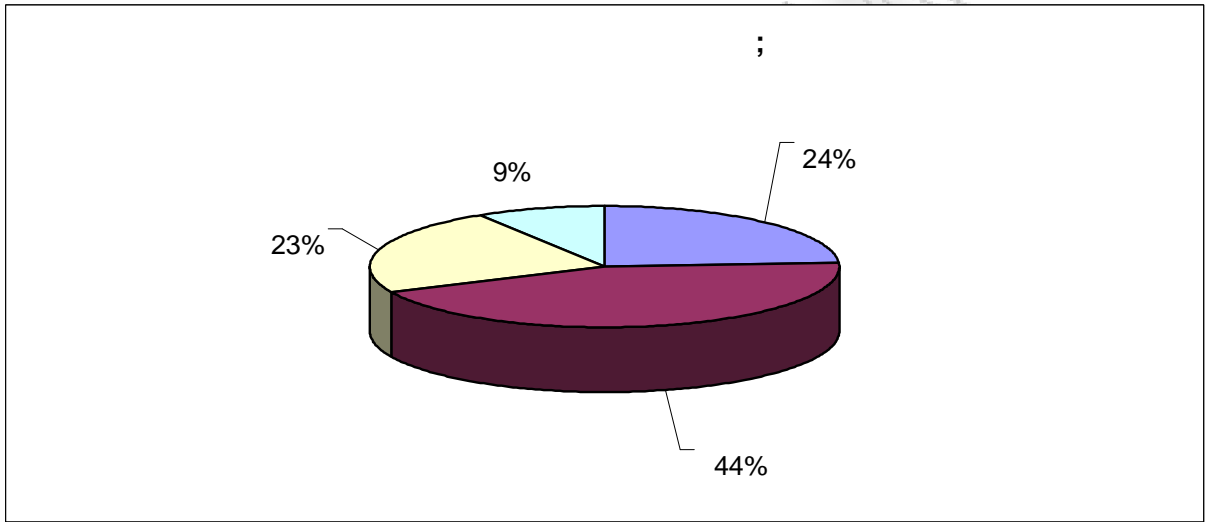
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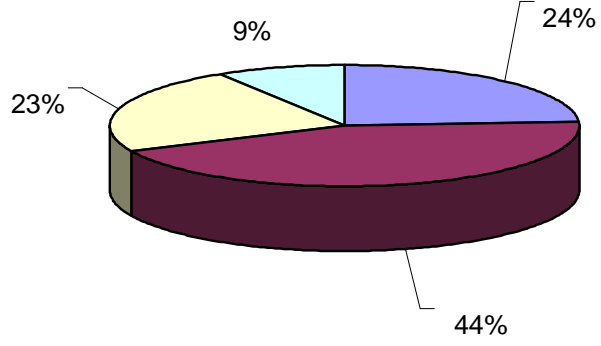
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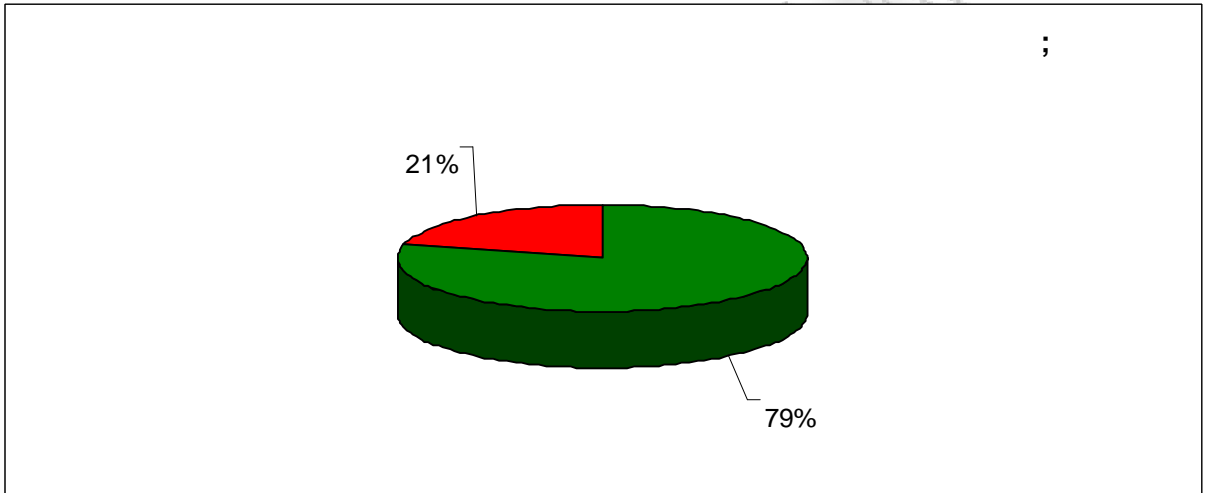
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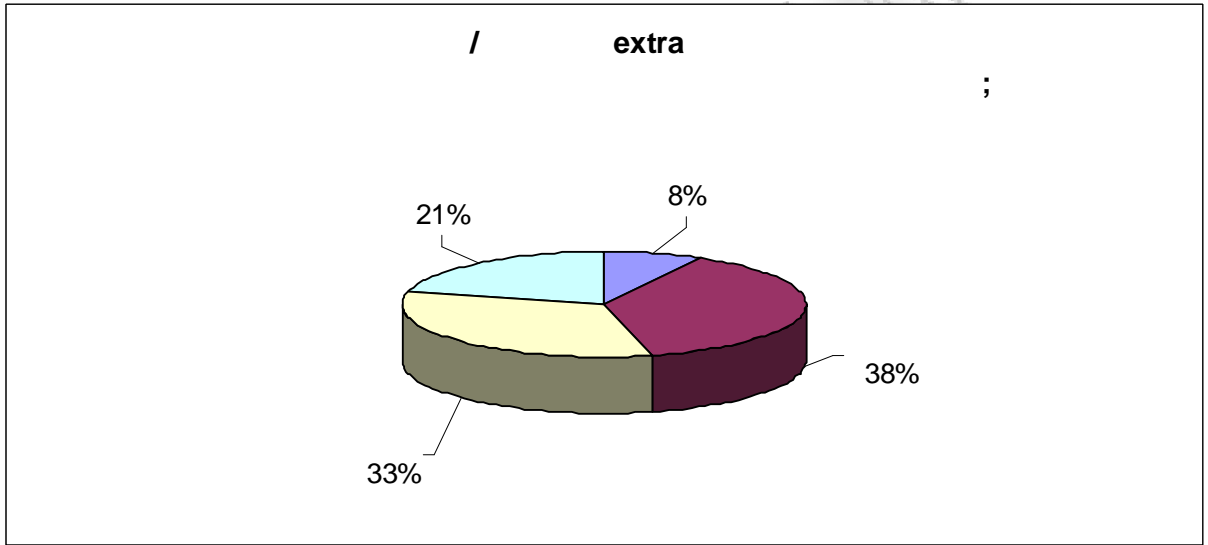
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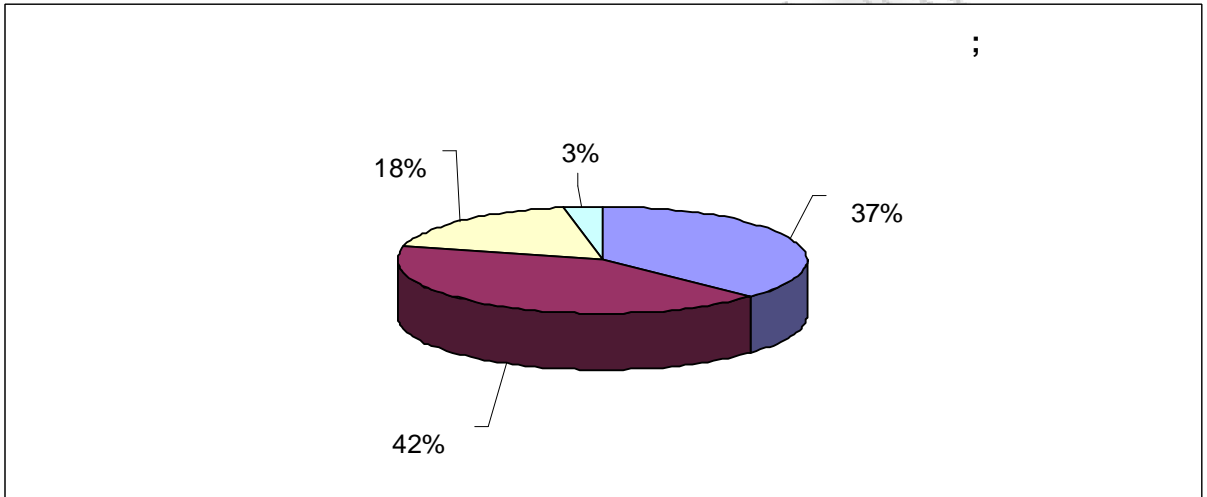
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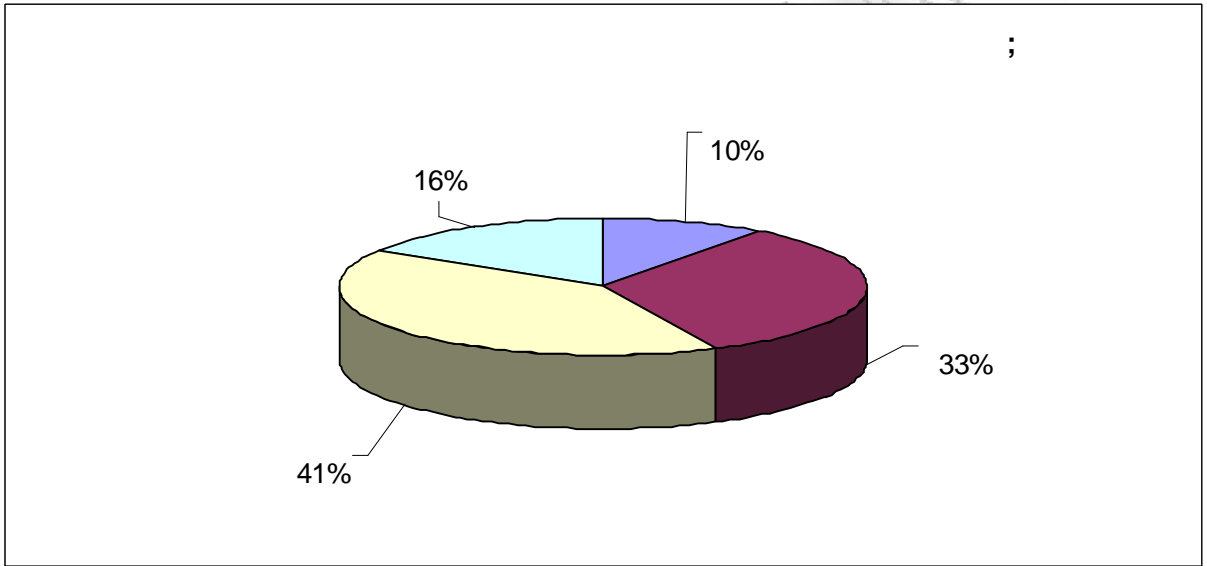
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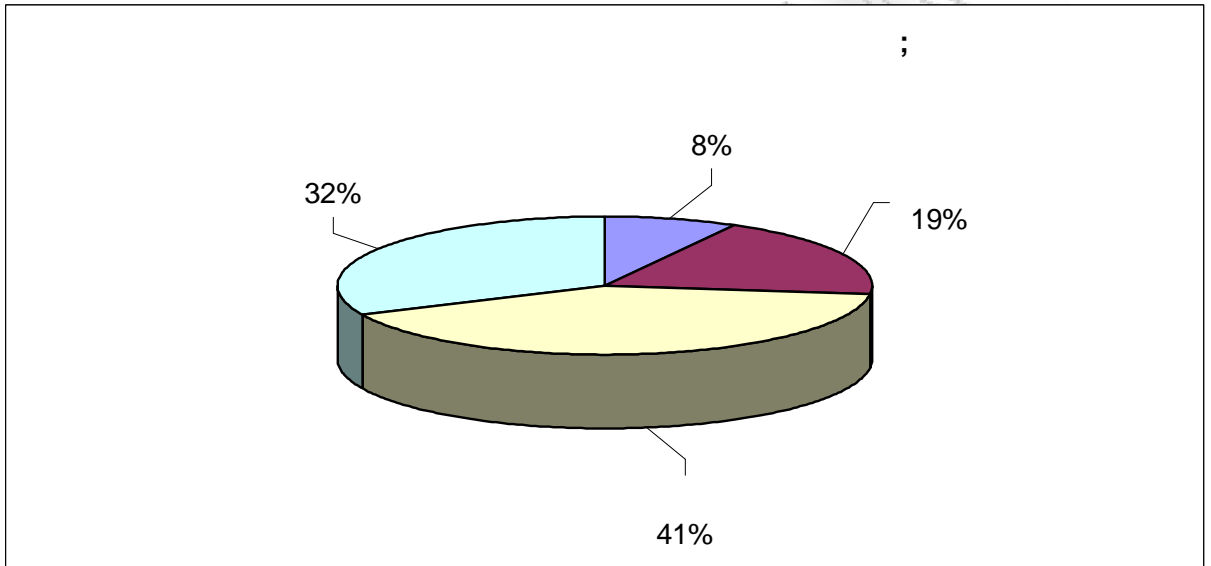
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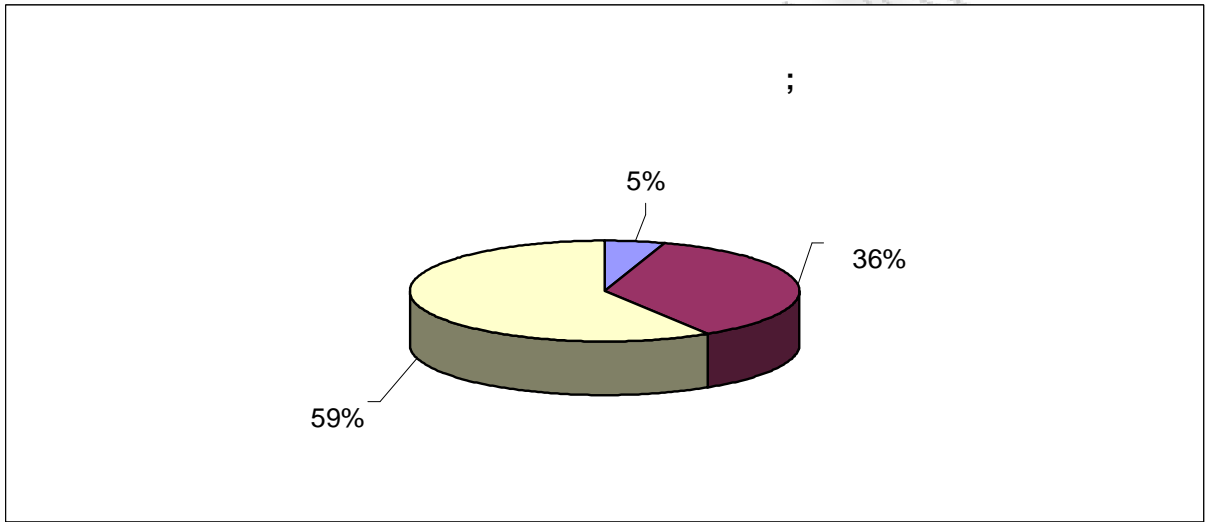
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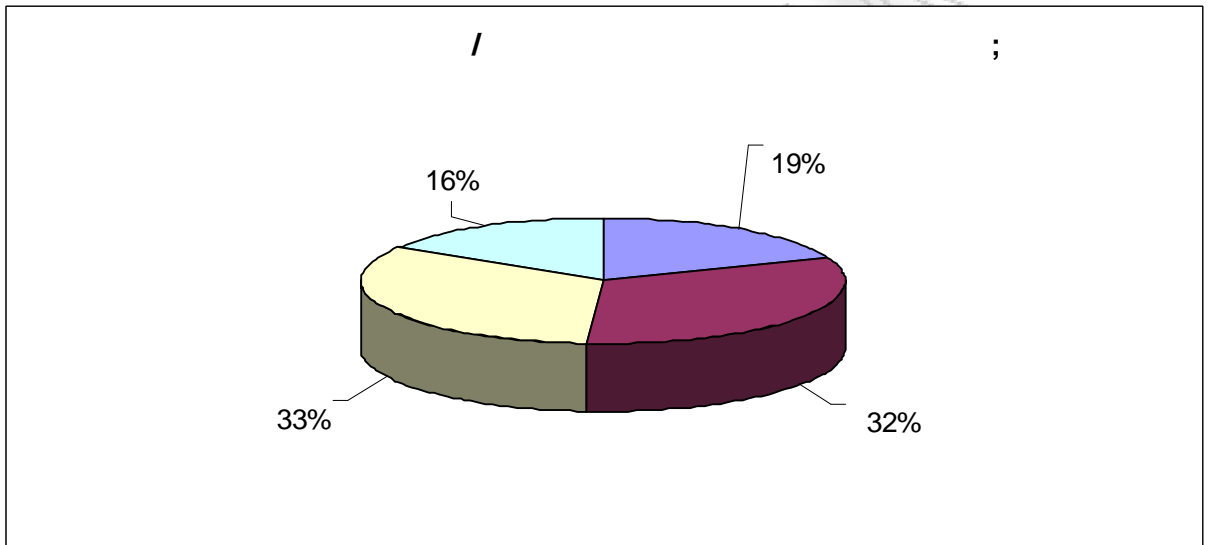


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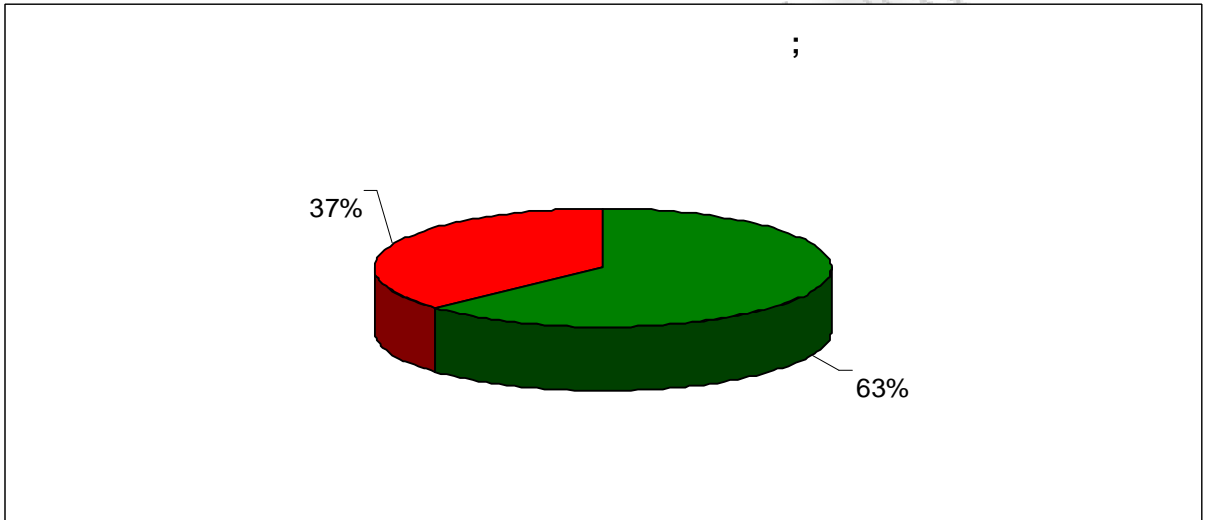


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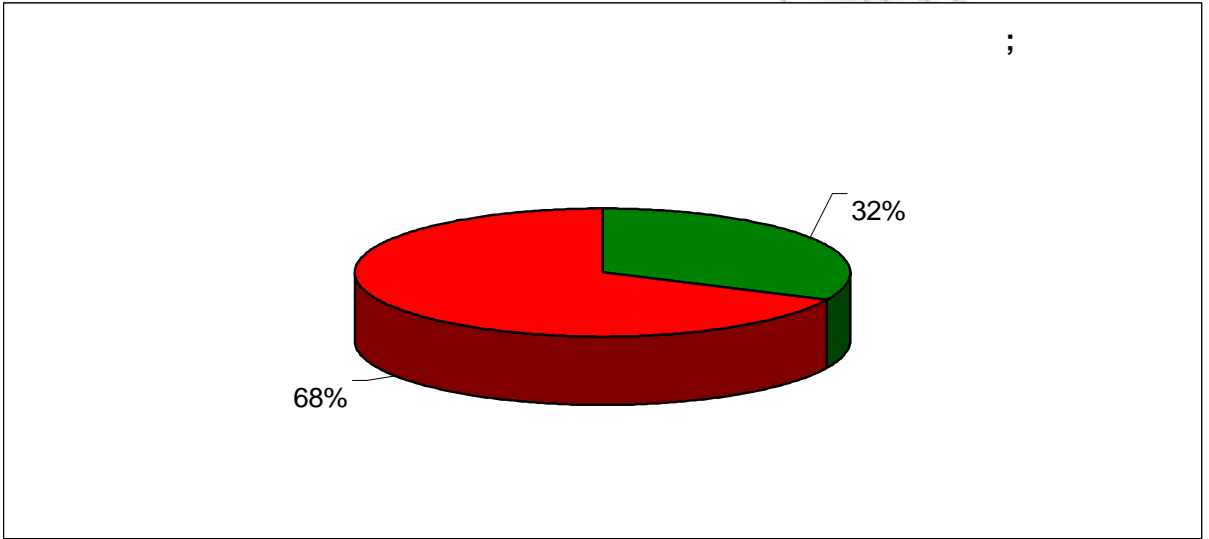
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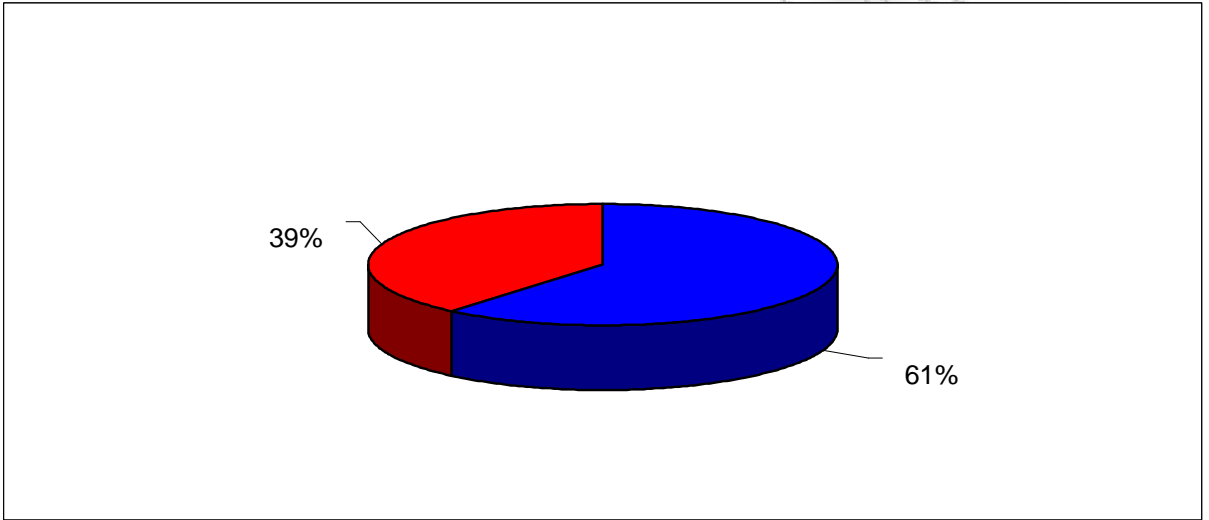
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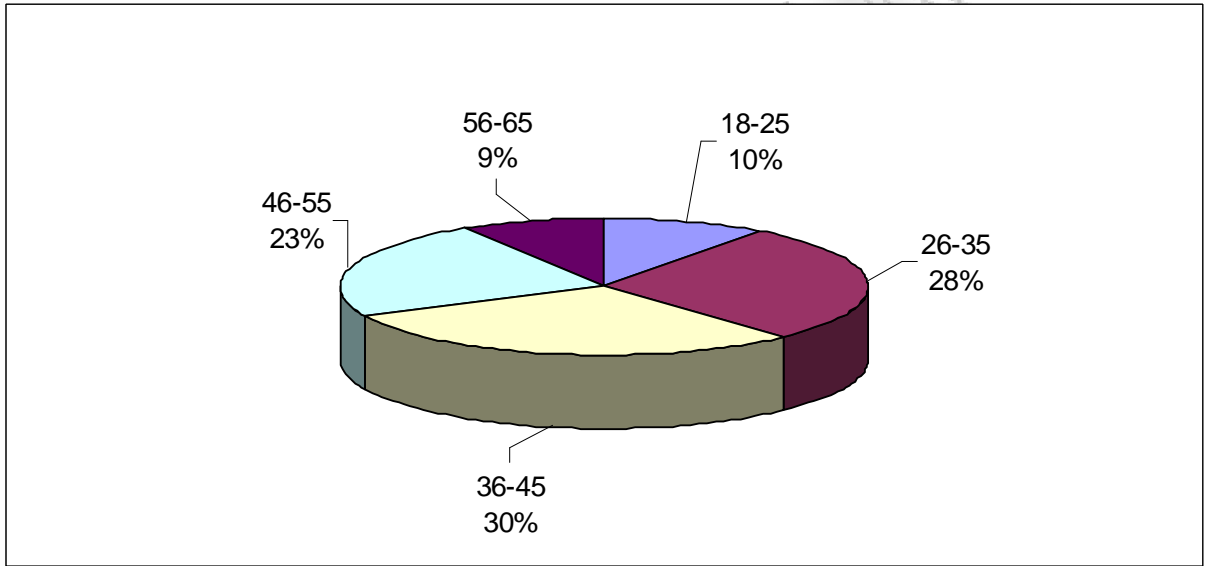
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