

! "#\$%&' & () \$*) ' + , - & \$
" & \$ & (, - , \$ % ! & \$. ! / 0 1 # \$, 1 1 ! 2 , 3 & 4 % - , \$ % !
' 5 # . - 6 4 , ! 7 6 8 8 , (, !
9 + : ! ; ! / 4 6 & . < & = > ! ' & 4 & % 6 (& ! ' 3 4 # \$ (1 > ! ; ? ! + @ 9 A A > ! B ' C !
D - & # 8 E ! - 1 & \$ () * # F 1 5 # . - 6 4 , G , . 0 !

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. ! / 0) (& 1 ' \$

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/ 234567389\$; ; \$ ' : 68 < \$ 0 = 6 : > 3 2 = \$ + 65527 ? : 6 : \$
/ 4 = & \$! ' H) 6 6 8 ! 6 I ! / 0 1 # \$, 1 1 ! & \$. ! D H 6 \$ 6 - # H 1 !
J) 2 ! C 0 (0 1 % ! @ K + L !

! "#\$%&' () * \$ & + , - . & / 0) 1 2 # 3 " # 4 & 5 " 1 1 \$ %) 2 " ' # & 6 7 2 % 3 & 8 9 : ; &
M J C E ! L G K !

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! @ A 5 \$ / 234567389\$
M 4 & . 0 & % , ! 7 , 4 % # I # H & % , ! # \$! N 6 - , \$ 0 ! ' % 0 . # , 1 > ! @ K + L !
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/ 234567389\$; ; \$) 6 3 B : 2 = \$
" G ' G ! # \$! P , % & # 8 # \$ (1 & \$. ! 7 6 \$ 1 0 - , 4 ! ' H # , \$ H , 1 > ! C 0 (0 1 % ! @ K K L !
" # \$ 6 4 ! # \$! " & 4 5 , % # \$ (! I 4 6 - ! D 8 8 , 4 ! / 0 1 # \$, 1 1 ! ' H) 6 6 8 > ! B \$ # * , 4 1 # % = ! 6 I ! C 4 # Q 6 \$ & !

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' = 6755 \$ % : 2 C 5 5 \$ & 2 7 8 3 8 @ 8 5 \$: ; \$ % = 2 = D 5 E 5 2 8 \$ * 8 @ F 3 5 7 \$ G ' % & % * H \$
/ 6 - R & = > ! S \$. # & !
" & 1 % , 4 ! # \$! / 0 1 # \$, 1 1 ! C . - # \$ # 1 % 4 & % # 6 \$ > ! " & = ! @ K K K !

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" = F I > 3 ; ; 5 \$ 0 : >> 5 D 5 J \$, = 6 4 = 6 F \$ / 234567389\$
M 4 & . 0 & % , ! H 6 0 4 1 , 1 ! # \$! " & 4 5 , % # \$ (! " & \$ & (, - , \$ % ! / 0 1 # \$, 1 1 ! J 6 8 # H = ! & \$. ! ' % 4 & % , (# H ! J & \$ \$ \$ \$ (> ! + T T U V
+ T T 9 !

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' = 6755 \$ % : 2 C 5 5 \$ 0 : >> 5 D 5 \$; ; \$ 0 : E E 5 6 I 5 \$ = 2 F \$. I : 2 : E 3 I 7 \$
/ 6 - R & = > ! S \$. # & !
/ & H) , 8 6 4 1 ! 6 I ! 7 6 - - , 4 H , ! W ! D H 6 \$ 6 - # H 1 > ! " & = ! + T T U !

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*A3FE : 65\$0 : >>5D5\$\$ \$ \$ \$ \$ \$ \$ \$ \$
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& & & LMNO\$P\$K657528&

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/ 234567389\$; ; \$ ' : 68<\$0 = 6 : > 32 = \$ + 65527? : 6 : \$
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/ 234567389\$; ; \$) 63B : 2=\$
2*#1#6\$! 6I! P , %#\$ (! &\$. ! 76\$10 - , 4! ' H# , \$H , !!
&& & & & & & & & & LMML\$Q\$LMMO&

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K / TU&0) (& 1 ' * \$

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T 1 1 V \$
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; , < ! ? 645 > ! ; ? E ! J & 8 (4 & * , V
" & H " # 8 8 & \$! !

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W 1 / ' ') U * \$
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' % , # \$ I # , 8 . > ! Z G ! ' &\$ () * # ! " G ! [& = , 4 ! Z G ! \ G ! 7 6 8 , - &\$! 7 G ! C G !] , # \$ > ! N G ! ^ 0 4 &) - 6 0 \$, > ! ; G !

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T 1 1 V\$0 ,) K (. " *\$GK . . "\$" . - & . X . ! H\$

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\O\$H&=V [&=, 4!Z!] , #S!N! / 4&H, VM6* &\$! 768, - &\$!7!] &44#16\$!P! ^04&) - 60\$, >! ; !
'&\$()*#>! " >!&\$.! ' % , #I#, 8. >!Z!X@K@KYG!\) , !4, \$&\$H, !6I(, \$. , 4!, e0&8#=#!4, 1, &4H)!

%) ' / * 0 " & K (* \$ & ' \$! . - . U 1 K % . ' (\$

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' & \$ () * # > ! " G ! X " 6 \$ 6 (4 & 3) Y G ! J & \$ % 1 > ! J 6 < , 4 > ! & \$. ! J 6 8 # % # H 1 k !

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' & \$ () * # > ! " G ! J , 4 I 6 4 - # \$ (! M , \$. , 4 ! & \$. ! C (, ! # \$! J 6 8 # % # H & 8 ! " & 4 5 , % # \$ (G ! 2 0 , ! # \$! ' , 3 % , - R , 4 ! @ K @ K G ! S \$!
J G ! " & H 8 & 4 & \$ > ! Z G ! ' % , * , \$ 1 ! & \$. ! ^ G ! h 4 & * , % ! ! X D . 1 G Y > ! P 6 0 % 8 , . (, ! 7 6 - 3 & \$ # 6 \$! % 6 ! f , - # \$ # 1 - ! & \$. !
" & 4 5 , % # \$ (G ! !

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' & \$ () * # > ! " G ! & \$. ! f 4 & \$ 5 > ! J G ! " G !

C(, \$.&I64!M, \$. ,4!&\$.!SS%,41,H%#6\$&8#%,1G!\4&\$1I64 - &%#*,!76\$10 - ,4!P,1,&4H)!
76\$I,4,\$H,!&%!764\$,88!B\$#*,41#=#\$!S!)&H>! ; ?G!

\$

*=2D<43Z\$%#W!M)# - &\$VM#85,1>D6kk!X@K+UYG!] #1%64#H&8!C\$&8=1#1!6I!%),!D*680%#6\$!6I!
J68#%#H&8! " &45,%#\$(!#)! ,!B\$#%,.! '%&%,1G!76\$I,4,\$H,!6\$!] #1%64#H&8!C\$&8=1#1!&\$.!
P,1,&4H)!# \$! " &45,%#\$(!#)!Z*#,43668>!B hG!\$

\$

*=2D<43Z\$%G!W!7&\$%64>!CGkk!X@K+AYG!SS%,41,H%#6\$&8#=#\$!J68#%#H&8! " &45,%#\$(G!+d³)!C\$ \$0&8!
76\$I,4,\$H,!6\$!M, \$. ,4>! " &45,%#\$(!&\$.!76\$10 - ,4!/ ,)&#*64G!J&4#1>!f4&\$H,G!

!

*=2D<43Z\$%G! / &4\$)&4%>! " G>! /46<\$8# ,>!2G! ! :?7I<=Z\$*G!] OII>!CG!2G! " HC8,`&\$. ,4>! /G!
" HC8,`&\$. ,4>!G!J6.61) ,>!G!'H) ,#R&0 ->!CG!7G!&\$.!' % ,#\$I,8.>!ZGX@K+AYG!C!
76\$H,3%0&8! " 6. ,8!6\$!\4&\$1I64 - &%#*,!Z, &4\$#\$(!# \$! " &45,%#\$(!D.OH&%#6\$G! " &45,%#\$(!
D.OH&%6401!C116H#&%#6\$!C\$ \$0&8!76\$I,4,\$H,!# \$!2, \$*,4>!7 ^G!

!

*=2D<43Z\$%#X@K+ : YG!C33, &4&\$H, ! " &%%,41E!\) ,!468, !6I!&33, &4&\$H, !I64!I, - &8, !368#%#H#&\$!1!#\$!
368#%#H&8! - &45,%#\$(G!CH& . , - =!6I! " &45,%#\$(!@K+ :G!B\$#*,41#=#!6I!Z# - ,4#H5>!S4,8&\$.G!!

!

! :?7I<=Z\$*G!*=2D<43Z\$%G! / &4\$)&4%>! " G!] OII>!CG!2G! " HC8,`&\$. ,4>! /G! " HC8,`&\$. ,4>!G!W!
J6.61) ,>!G!X@K+ : YG!\4&\$1I64 - &%#*,! \ ,&H)#\$(!&%!
!&%! j #88&\$6* &!B\$#*,41#=#>!J, \$ \$1=8* &\$#&G!!

!

*=2D<43Z\$%G!W!] 6. (,1>! ;G!X@K+LYG!C33, &4&\$H, ! - &\$&(, - , \$#!# \$!368#%#H&8! - &45,%#\$(E!
D^ & - # \$#\$(!3,413,H%#*,1!6I!86H&8!368#%#H#&\$!1!&\$.!H& - 3&#\$(!<645,41G!SS!

!X3G!T : YG! ' 34#\$(,4G!

*=2D<43Z\$%3238=>!W!7) #8. 1>! " #H) ,88, !X@K+@YG! ')& - ,!6\$! - ,E!D`3864#\$(!)6<!1)& - ,!&\$.!(O#8!
&II,H%!H6\$10 - 3%#6\$!6I!I&1)#6\$!346.OH%1G!

!

!

*=2D<43Z\$%Z\$W\$%=I<=F:Z\$ (!X@K++YG!\) ,!I&1)#6\$!&\$.!368#%#H1!6I!R4&\$.!M&(&G!
G!!!

!

*=2D<43Z\$%>!W! /46<\$>! j !X@K+KYG!J8&1%#H1!&\$.!78&H5,41E!] 6<!I&1)#6\$&R8,!(#481!&4,!364%4&=, .!
#\$!H6\$%, - 364&4=!BG'G!H#\$, - &G!

\$

K65752856\$32\$? :>F\$

kk2, \$6%, 1!1%O. , \$%!

!

!

J, ,4!P, *# , < , , !N6451)631!&\$.!P,1,&4H)! ' = - 361#0 - 1!

!

'&\$() *#>! " G!X@K+UYG!SS%,41,H%#6\$&8#=#\$!&33, &4&\$H, ! - &\$&(, - , \$#!# \$!368#%#H1G!

>!M4, , \$1R646>! ; 7G!

'&\$()*#>! " !X@K+dYG!S. , \$%#=#!&\$. !H6\$10 - 3%#6\$!& - 6\$(!4, %04\$#\$(! - # (4&\$%1!#\$!%4&\$1\$&%#6\$&8!
&&\$. 1H&3, 1G!
! "##\$%&L\$1)&M)03\$#)&6 72%3&
! "##\$%&L\$1)&M)03\$#)&6 72%3&

&

!

J, , 4!P, *#, <, . !P60\$. %&R8, !!

!

^Q&\$\$, >!_08#, !W! ' &\$()*#>! " #\$\$\$&!X@K+dYG!From Outsider to Insider: Opportunities and Challenges of Trans-disciplinar Teams for doing Transformative Consumer Research.

!

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: 6\$VP, I, 4, . . !J4, 1, \$%&%#6\$1!!

!

*=2D<43Z%#X@K+UYG\$J4, 1, \$, . !6\$!S\$, 41, H%#6\$&8#=#!\$! " &45, %#\$(!&%!), !26H%64&8!N6451)63!
I64!M, \$, . 4!#\$! " &45, %#\$(!&\$. !76\$10 - , 4!P, 1, &4H)!XMD; " C7Y!&%! / , \$%8, =!B\$#*, 41#=#!\$!
/ 61%6\$>! " CG!!

\$

'&\$()*#>! " #\$\$\$&!X@K+dYG! \) , !P68, !6I!C33, &4&\$H, ! " &\$&(, - , \$%!#\$!J68##H&8! " &45, %#\$(!&\$!
Z6H&8!D8, H%#6\$1G!
7&468#\$&!M4, , \$1R646#\$\$
X32256\$\$L^{2F}\$[>=I5\$G , : 2:6=?>5\$%5283:2H#!

!

'&\$()*#>! " #\$\$\$&!X@K+dYG!S\$, 41, H%#6\$&8#=#!&\$. !C33, &4&\$H, ! " &\$&(, - , \$%!#\$!J68##H&8!
" &45, %#\$(!&f&1)#6\$#\$(!%), !(=&!368##H#&\$G!
R=!B\$#*, 41#=#!6I! ; 64%)!7&468#\$&!M4, , \$1R646G!!

!

'&\$()*#>! " #\$\$\$&!W! " &H& . 6! \ #II&\$=!X@K++YG! / 4&\$. #\$(!Z& . =!M&(&G!
!)61%, . !R=!B\$#*, 41#=#!6I! \ , \$\$, 11, , >!h\$6`*#88,G!!

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(") ! . \$K / TU&0) (& 1 ' *\$\$

'&\$()*#>!" G!X@K+L! ; 6* , - R, 4!+ : YG! 78#\$%6\$! / , (, %1! 78#\$%6\$G! ^3VD. !3# , H, !I64!
G!P , %4# , * , . !I46 - E!)%%3Egg<<<G%# - , 10\$#6\$GH6 - g63#\$#6\$g&4%#H8. g76 - - , \$%&4=V
78#\$%6\$VR, (, %1V78#\$%6\$V : 9T : LATG3) 3!!

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1 (, . "\$K / TU&0) (&1 ' *\$\$

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'&\$()*#>!" G!Xf64%)H6 - #\$(YG!C88!) , !' %&4! !#\$! - =! ' 5=G!] &43, 4! 7688#\$1G!Xf#H%#6\$YG!!

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* . U . 0 (. ! \$U . 0 (/ " . * J\$K " . * . ' () (&1 ' *\$

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* [632D\$LMLMS

- ' 5# . - 64, !7688, (, !] S!d : LJ!C4H) #* &8! ' %64=% , 88#\$ (G!J46I, 1164!_64. &\$&! 2 = - G!M0, 1#!
Z, H%04, !<#%) !h&% , !M4&\$, =>! ; &%&8# , ! \ &=864>!&\$. !P&H) , 8! ' , 8# (- &\$!6\$! ; , * , 4! 26\$, E!+KK!
= , &4! 6I! 368#%#H1!&\$. !R , =6\$. ! , `) #R#%!

!

- " , 886\$! ' , - #&\$4E! J4, 1, \$%&%#6\$!6\$! ; , * , 4! 26\$, E!+KK! = , &4! 6I! 368#%#H1!&\$. !R , =6\$. !
, `) #R#%!

!

\$

Y=>>\$LMN\\$\$

- M, \$. , 4!&\$. !] & - #8%6\$!X \) , ! " 01#H&8YG!S\$!7&%) =!] #8801! ' H4#R\$, 4! ' , - #&\$4>!] & - #8%6\$!&\$. !
] #3V] 63G!!

\$

* [632D\$LMN\ \$

- 2 &*# . 16\$! 7688, (, E!DH6\$6 - #H1!P, 1, &4H) !' , - #&\$4!6\$!N) =!] #88&4=Z61#E!M, \$. , 4!&\$. !
J68#%#H&8! " &45, %#\$ (!#\$!%) , !B\$#% , . !' %&% , 1!&\$. !%) , !@K+A! J4, 1# . , \$%#&8!D8, H%#6\$G!\$

\$

- " 6 . , 4&% , . !J&\$, 8!6\$!N6 - , \$0!C (, \$. &!&%! ' 5# . - 64, !7688, (, !\$

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Y=>>\$LMN]\$

- CH& . , - #H! " #S0% , >!NC " 7!P& . #6g!S\$1# . , !] # () , 4!D . !

!

- M, %!B3>! ' %&\$. !B3E!P# () %1>!P, 136\$1#R#8#%# , 1!&\$. !7#%#Q, \$1) #3G!J&\$, 8! . #IH011#6\$!&%! \ &\$ (!
" 01, 0 - !I64!CHH, 8, 4&%64! ' , 4#, 1!<#%) !' & - !204&\$%>!D4#H!M6%% , 1 - &\$G!S168 . , ! / 4#, 8 - &#, 4!
&1! " 6 . , 4&%64G!!

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\$
Y=>>\$LMNS\$

- 'B ; ?!C8R&\$=!/" h \!d+@E! " &45,%#\$(!P,1,&4H)!78&11E!\&85!6\$a0&8#%&#* ,!P,1,&4H)! " ,%)6.1!#\$! " &45,%#\$(!

!

- '5#. - 64,!D\$H64,!J4,1,\$%\$!6\$!N)=!] #88&4=!Z61%G!!

!

*[632D\$LMNS\$

- 'B ; ?!C8R&\$=!J68#H&8!76 - - 0\$#H\$!78&11E!\&85!6\$!J68#H&8! " &45,%#\$(!!

!

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\$

Y=>>\$LMN^\$

- f4&\$H,1!?60\$(!\&\$(! " 01,0 ->! ; 6* , - R,4!+>!@K+AG!\&85!6\$!M,\$. ,4!#\$(%) ,!@K+A! 34,1#.,\$%&8!H& - 3&#(\$G!!

!

- \D2`!'&4&%6(&!'34#\$(1! ; 6* , - R,4!d>!@K+A!

!

- f4&\$58#&\$!&\$.! " &41)&88!7688,(>!^H%6R,4!L>!@K+AG!\&85!6\$!M,\$. ,4!#\$(%) ,!@K+A! 34,1#.,\$%&8!H& - 3&#(\$G!!

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Y=>>\$LMN_\$

- '5#. - 64,!D\$H64,!!

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".*.)"0,\$+)"'(*\$\$

!

n:KKK! S.,&Z&R!" &5#\$(!7688&R64&#* ,!%6!I61%,4!H4,&#* ,!H688&R64\$!1!R,%< ,,\$! I&H08%=<#%)!24G!Z,#(!N#8%6\$!XJ1=H)686(=Y!Xf0\$. ,. YG!!

!

n+KKK! /4#.(,!D`3,4#,\$H,!7#*#H!D\$(&(-,\$%!76041,!2,* ,863-\$%!J,.&(6(=!M4&\$%! Xf0\$. ,. Y!

!

n+>KKK!! +T^)!Z6\$(!C-\$,.\$-,\$%!J46c,H%&! 'H)8,1#\$(,4!Z#R4&4=!&P&.H8#II,!7688,(!,6\$! J&\$%1>!J6<,4!&\$.!J68#H1G!X2#.!\$6%4,H,* ,!IO\$.#\$(YG!!

!

n+UL+! f&H08%=!2,* ,863-\$%!M4&\$!o!'5#. - 64,!7688,(!,6!.6!4,1,&4H)!6\$!% ,!R665!6\$! M,\$. ,4!&\$.!J68#H&8! " &45,%#\$(!#\$(%) ,!B\$# ,.!%& ,!1!Xf0\$. ,. YG!!

!

n+:KK!! 76041,!2,* ,863-\$%! '#3,\$. !I64! ,.* ,863#\$(!f?D!H6041,!6\$!16H#&8!c01%#H,! %63#H!1!10H)!&1!(,\$. ,4!4&H,!&\$.!ZM/\!#110,1!#J68#H1!H&88,.' ,`#\$(!J68#H1! Xf0\$. ,. YG!!

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\$ \$ \$ \$

*.U.0(.!\$)0)!.%&0\$,1'1"*L\$)X)"!*L\$)'!\$'1%&')(&1'*\$

!
C<&4.! N#\$\$,4E!@K+L!^0%1%&\$.#\$(!2#11,4%&%#6\$!C<&4.>!B\$#*,41#!=!6I!;64%)!7&468#\$&!M4,,\$1R646!

!
C<&4.! @\$!38&H,!<#\$\$,4!I64!"&45,%#\$(!"&\$&(,-,\$%0'&-3!^0%1%&\$.#\$(!\,&H),4!'H)68&4!26H%64&8!76-3,%##6\$>!@K+LG!!

!
C<&4.! N#\$\$,4E!/,1!'%0.,\$%C<&4.!&%!76\$10-,4!708%04,!)\,64=!N6451)63>!@K+dG!!

!
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(")&'&'+JX1"V*,1K*\$&'\$, &+, ."\$.! / 0) (&1 '\$

- D\$(&(#\$(!^\$8#\$,!Z,&4\$,41!<#%)!J)=8#1,!/ &\$\$,4!_08=!@K@K!
- P, - 6%,!I&H08%=!10 - - #%!X^\$8#\$,Y!_08=!@K@K!
- N6451)63E!\,&H)#\$(!^\$8#\$,E!\63!+K! - 6*,1!!
- \,&H)#\$(!S\$H801#*,!D`H,88,\$H,!&%!'5#. - 64,!7688,(,!# \$"&=!@K+:

!
!

- M,\$.,4!#\$!" &45,%#\$(!&\$.!76\$10 - ,4!P,1,&4H)!XMD; " C7Y!o!f60\$.#\$(!" , - R,4!&\$.! C.*#164=!/6&4.! " , - R,4!@K+9!o!34,1,\$%G!!

!

" . - & . X . "\$\$

- P,*#,<,.!I64!J68#%#H1!
- P,*#,<,.!I64!C.* ,4%#1#\$(!&\$.! '6H#,%=! a0&4%,48=!
- P,*#,<,.!I64!_604\$&8!6I!" &45,%#\$(!" &\$&(, - ,,\$%!
- P,*#,<,.!I64!_604\$&8!6I!%) ,!C116H#&%#6\$I64!76\$10 - ,4!P,1,&4H)!
- P,*#,<,.!I64!_604\$&8!6I!" &H46 - &45,%#\$(!
- P,*#,<,.!