

Effective Internal Communication Volume 2 Pr In Practice

Principles of Marketology, Volume 2 focuses on the practical aspect and demonstrates the applications of marketology referring to market orientation, internal marketing, business, market and competitive analysis concepts and techniques. Then the modern marketology and its developments in the future are discussed. At the end of this volume as the appendix, a handbook of marketology is presented in which a practical manual including simple and summarized descriptions of different needed parts and worksheets for executing marketology in an organization is depicted.

Apply the internal communication strategies of the world's most effective organizations and successfully communicate company goals, strategy, change processes and brand values within the workplace.

This book shows that the security, economic, political, and social problems challenging national security, democracy, and good governance currently in Nigeria would get better or worse, depending on what happens to the 71 percent of Nigerians population still living below the poverty line. This is in spite of the billions of petrodollars that Nigeria garnered as revenue over the past few decades. It reveals that one does not need to be a political prophet to predict that if these challenges are not successfully addressed through good governance and inclusive growth, this country will witness worse civil disobedience, violence, revolts, militancy, breakdown of law and order, more kidnappings, and more of the citizens trying to check out of the country to other parts of the world in the future. It concludes, however, that under such intense pressures, the Government of Nigeria, even if it is simply for its self-preservation, will be forced by the objective conditions to move against the interests of the dominant groups and classes in Nigeria. These are the ones who have, for long, captured and hijacked state power and the resources of the country for their exclusive use. There is this perception that Nigerians don't write and read. This perception is deep-seated, even among intellectuals who see our authors as shallow researchers. But Dr. Dan Mou has debunked that myth and shown that Nigerians can write well-researched and detailed books. It is quite prophetic in its assessment of the Nigerian State (Agbo Agbo, deputy editor, The Nation). Dr. Dan Mou has proven himself a world-class scholar and an intellectual colossus. His reputation as an internationally renowned public policy expert has continued to soar. I congratulate him for these remarkable achievements (Professor Justice Abdul Fatai Kuti, first justice of Abuja High Court and former dean, faculty of law, University of Ado Ekiti, Ekiti State of Nigeria). Dr. Mou is certainly one of the best scholars we have on the African continent. As an educationist myself, before I became a traditional ruler, I agree totally with his analysis and conclusions. I share the optimism Dr. Mou has expressed . . . that once the recommendations therein are adopted and meticulously implemented, with proper monitoring and evaluation of such resultant policies and programmes, Nigeria and indeed Africa would be able to solve most of these challenges (HRH Alh. Dr. Sheban Audu, Nizazo III, Etsu Kwali, Etsu Kwali's Palace, Abuja, Nigeria).

This book integrates theories, research insights, practices, as well as current issues and cases into a comprehensive guide for internal communication managers and organizational leaders on how to communicate effectively with internal stakeholders. Important topics such as engagement, trust, change communication, new technologies, leadership communication, ethical decision making, transparency and authenticity, and measurement are discussed. The book concludes with predictions of the future of internal communications research, theory development, and practices.

Raised by working-class immigrant parents and later exposed to Hollywood's most elite experts in every field, Access Hollywood's, Today's, and Nightly News's reporter Maria Menounos reveals her EveryGirl secrets on everything: her systems to organize life, manage time, and ascend the ladder of success; her lazy woman's workout; her weight-loss tips (how she lost forty pounds and kept it off); and her guide to styling yourself like the stars—a self-proclaimed EveryGirl, Maria often does her own hair and makeup for celebrity events. In The EveryGirl's Guide to Life, Maria shares personal experiences and photos from her life and professional journey as well as the various mantras, mottos, and philosophies she's adopted from the world's most impressive women. She gives advice on health, career, relationships, renovations, recreation, and more. From your carpet to the red carpet, Maria teaches the EveryGirl on a budget how to do it all, while living a healthier and happier life.

Get internal communications right in your organization and the benefits are clear: motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters. Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense, step-by-step approach to devising an internal communications strategy. Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and plan; devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization.

Holtz presents a comprehensive guide to crafting and delivering vital internal messages. The text shows professionals at all levels how to improve their communication skills and maximize communication tools.

Exploring Internal Communication has long been the go-to publication for internal communication, public relations and human resources practitioners who want their practice to be grounded in research and

guided by evidence-based advice. The new fourth edition has been comprehensively updated throughout to reflect the latest practices in internal communication. Notably, the use of social media within organisations is covered in recognition of the increasing integration of digital platforms such as Workplace by Facebook, Slack and Yammer. A greater understanding of the different communication roles played by line managers and senior managers is emerging, and this is explored to help those managers understand what is expected of them and how to succeed as they communicate within this changing environment. And, the demands of channel management are becoming increasingly complex; this edition helps practitioners negotiate this complexity. Enriched with models, tips and case studies, this book is an indispensable tool for both students and practitioners alike.

A superb historical analysis of the philosophical and technological forces that led to the development of communication genres and processes in the modern American corporation.

Written in clear, non-technical language, this book explains how employees and employers can maximize internal and external organizational communication—for both personal benefit and to the entity as a whole.

This book is great required reading for anyone who desires to learn how to be a more effective leader. It is intended to inspire, provide vital how-tos, and to shape the mindset for building and retaining a highly effective team, committed and dedicated to achieving the key priorities of the organization. In a clever, practical style, *The Leadership Book of Numbers (Volume 2)* will help you resolve these dilemmas and many others: What is my role as a leader in creating and sustaining a culture of service excellence? What are the seven signs of a bad boss, and how do I overcome them? How do I hold my staff accountable for driving excellence? How can I drive excellence with I am working with a lean staff? How do I gain the support of my C-Level and earn their respect? How do I engage my staff to anticipate the unexpressed wishes and needs of the customer? How do I confront unacceptable behavior with confidence, professionalism, and finesse? How do I foster an environment where the focus on internal customer service is as intense as our emphasis on excellent external customer service? As a leader, what are some common things I should never assume or take for granted? How do I foster and environment where employees are empowered to resolve customer problems and exceed their expectations? What is the key to creating a memorable experience for every customer? Theo has spent a decade working with organizations to implement effective leadership practices that lead to employee self-accountability, self-motivation, and self-worth. For more information about Theo Gilbert-Jamison and her firm, Performance Solutions by Design, please visit our website www.psbbydesign.com

Thought-provoking and accessible in approach, this updated and expanded second edition of the *Effective Internal Communication: Volume 2 (PR in Practice)* provides a user-friendly introduction to the subject, Taking a clear structural framework, it guides the reader through the subject's core elements. A flowing writing style combines with the use of illustrations and diagrams throughout the text to ensure the reader understands even the most complex of concepts. This succinct and enlightening overview is a required reading for advanced graduate-level students. We hope you find this book useful in shaping your future career. Feel free to send us your enquiries related to our publications to info@risepress.pw Rise Press

A comprehensive guide to managing communication within organizations, the Handbook recognises Internal Communication's continued growth as a management discipline. It is aimed at leaders who want insight into IC techniques for use in both day-to-day operational and change situations, for example, and also at the communication specialist seeking shared wisdom and new ideas. Early chapters examine changes in the strategic context in which today's IC departments are operating. These include organizations' increasing need for innovation and responsiveness in a superfast changing environment; employees' increasing assertion of rights and personal requirements at work; management's increasing recognition of the importance of corporate reputation/brand value, particularly how to sustain and extend it; and finally, the effects on work and management patterns of digital communication. Step-by-step guides introduce you to creating IC strategies and to carrying out research and measurement. What is internal communication? What role does it play in contemporary organizations? What are the consequences of malfunctioning internal communication? There are many aspects of internal communication – work related, social, formal, informal, vertical, horizontal, between coworkers, between coworkers and managers, communication before and under organizational changes, internal crisis communications and so forth. We think of different forms of communication channels such as intranet, staff magazines, electronic billboards and internal television. This book interconnects these different parts and emphasizes the strategic value and importance of internal communication. We understand internal communication as an unused capital with a large potential for organizational success. Further, we understand internal communication as a basic prerequisite of organizations that is performed by all members of an organization – managers, coworkers and communication professionals. Traditionally, there has been too much emphasis on the work and function of communication professionals when internal communication is discussed, but most of the communication value is actually produced by managers and coworkers. However, communication professionals are the communication experts in organizations that strategically facilitate the organization. This book is based on a cooperation between Susanne Dahlman, senior communication consultant, and Mats Heide, Professor in Strategic Communication at Lund University. Hence, this book has a unique approach that covers both practical and academic aspects of internal communication. This book is a response to the demand for a book that covers the strategic aspects of internal communication in practice, and as such is ideal reading for both practitioners and advanced students.

This third edition of *Exploring Internal Communication* includes new chapters on the history of internal communication, the evolution of employee engagement, the current state of practice, change communication, storytelling, research and measurement, an internal communication measurement dashboard, intranet management and internal social media. It argues that internal communication practice is about keeping employees informed and at the same time giving them a voice that is treated seriously. The book is both a companion for internal communication courses and an exploration of key concepts for a strategic approach to practice that underpins employee engagement.

"Employees are a label for a company and can be either advocates fighting for the best name of the company, or prosecutors plunging it in calamity. The responsibility of guiding employees in the proper direction rests on the shoulders of internal communication (IC). It can be a powerful tool, but only if used in accordance with competent instructions. Be aware that following the instructions lead to vivid success but ignoring them threatens to painful failure." -- (Barriers Hindering Effective Internal Communication) Internal communication (IC) is often overlooked and perceived as a corny, minor issue in the world of business. Despite appearances, internal communication has enormous influence on company's performance, productivity or external reputation. It can have either healing or toxic effects, depending on how seriously management treats it. Effective IC brings a lot of benefits for the company such as high customer satisfaction, high motivation, favourable outcomes, and many others. In the other hand poor communication acts on company's detriment and the consequences may appear to be disastrous. Therefore, the paper emphasises how important the effective internal communication is. There exist certain factors, which hinder effective internal communication, and lead the company to the edge of a precipice. The barriers are often vague and difficult to notice, and hence

management intentionally or unconsciously ignores them. The paper pursues to identify those barriers in order to eliminate or avoid them in the future. These are exemplified basing on broad problems of specific companies, which struggled with internal communication issues. The outcome of the research induces companies to apply best practice instructions, concluded in the research process, in order to maintain effective IC, as efforts certainly bear a fruit. Being conscious of many levels of internal communication, I have restricted my research to vertical, two-way communication (precisely on management-employee relations). Due to an enormity of theories and considerations upon the theme of barriers to effective internal communication, some barriers have been deliberately omitted as I have approached the most important, disturbing and often referred ones, from my point of view.

Updated, April 2014... This is a book for managers, leaders, and those with communications responsibilities. But that's redundant: all managers and business leaders have communications responsibilities. Communications lie at the heart of their jobs. No manager or leader will be successful without strong communications skills, as well as an appreciation for the importance of effective communications with their employees. And that's where the gap is today: too many managers and leaders have divorced themselves from personal involvement in internal communications. This collection of fifty-four essays will awaken within managers that imperative. It approaches the broad topic from a variety of angles, organized into six different topical chapters: 1. "Communities of Humans" - An examination of today's internal business environment from a communications perspective. 2. "Effective Employee Communications" - The critical role that employee communications play in business today (including some examples, ideas, and insights for communicating effectively). 3. "Leadership Lessons" - CEOs', business leaders', and managers' responsibilities in the internal communications continuum. 4. "Organizational Vision" - The critical role a coherent corporate vision can play in driving appropriate behaviors and attitudes through effective employee engagement and communications. 5. "Our Workaday Lives" - Insights for managers and leaders into the reality of their employees' daily working lives and how that fits into the business' needs. 6. "A New Way of Seeing Things" - A series of thought pieces about perceiving our world differently and how that may contribute to helping us better understand people and ourselves, thereby enabling us to communicate and work together at a more meaningful level. The writing is casual, friendly, and sometimes light-hearted, using numerous real world anecdotes lifted from popular and business media as well as from the author's own first-hand experiences. These essays are about people: people at work; relationships in the workplace; and people confronted by workday and personal challenges and opportunities. As well, they are about the central role that communications can play in shaping an organization's success, the success of the people who comprise that organization, and the linkages between the two.

Streamline your organization's communication with the powerful and easy-to-follow methodology presented in this book, featuring insight from experts including Simon Sinek and Brené Brown. Better communication will mean better business practice company-wide as well as increased employee engagement, happier clients and customers, and stronger profits. As the title suggests, Influential Internal Communication proves just how influential internal communications (IC) is, and the measurable impact it has on an organization's growth. For many organizations, IC often slips down the list of priorities when there are high pressure, high stakes business situations to cope with. This causes a sense of chaos and confusion within the organization that will - eventually - permeate to external customers and clients. Influential Internal Communication presents a clear, adaptable methodology that will help readers understand, diagnose and fix their own communication challenges, thereby transforming the chaos into calm. Backed up with data and statistics from industry reports on workplace culture, Influential Internal Communication is based on The Field Model and draws on research with CEO's, some of the best insights into people, organisations and chaos. The theory is backed up with real world case studies, showing how chaos can impact a range of organizations of varying size and industry. Written by the 2020 President of the Chartered Institute of Public Relations (CIPR), Influential Internal Communication will streamline any organization's IC practices, and help to drive engagement, efficiency and profit across the board.

Previous edition entered under: Author Kevin Ruck.

Integrating Business Management Processes: Volume 2: Support and Assurance Processes (978-0-367-48548-1) Shelving Guide: Business & Management The backbone of any organisation is its management system. It must reflect the needs of the organisation and the requirements of its customers. Compliance with legal requirements and ethical environmental practices contributes towards the sustainability of the management system. Whatever the state of maturity of the management, this book, one of three, provides useful guidance to design, implement, maintain and improve its effectiveness. This volume provides a comprehensive coverage of the key support and assurance processes. Topics include document control, communication, marketing, information systems and technology, human resource management, training and development, customer relations management, financial management and measurement and analysis to name a few. This book, with its series of examples and procedures, shows how organisations can benefit from satisfying customer requirement and the requirements of ISO standards to gain entry into lucrative markets. Titus De Silva is a consultant in management skills development, pharmacy practice, quality management and food safety and an advisor to the newly established National Medicines Regulatory Authority (NMRA) in Sri Lanka. This edited book delves into important current issues and trends in internal communication from a strategic communication perspective. It presents recent research findings, theories, best practices, and cases in internal communication on a global scale. The book discusses emerging and important long-standing issues in-depth, including topics such as employee advocacy, internal social media, internal issue management and crisis communication, employee activism, purposeful communication, leadership communication, internal CSR communication, cross-cultural/global internal communications, internal communication, and employee well-being. Within these topics, the chapters address the

function of internal communications in contemporary times, the role of leaders, how to integrate emerging technologies, building an internal brand, and measuring the effectiveness of internal communication. This book will be a comprehensive source on internal communication, especially on its new theoretical development related to the emerging issues and trends, best practices, and future directions for research and practice.

Internal communication has previously been overlooked in standard approaches to public relations, both in theory and in practice. The second edition of Effective Internal Communication explores the ways in which attitude is fast changing as more and more organizations recognize that good communication with their workforce is vital for continued success and profitability. In a practical and jargon-free style, Effective Internal Communication looks at how internal communication is conducted across the different sectors and in organizations of differing sizes and complexity. Crammed with practical examples and useful advice, the book contains numerous topical case studies that serve to bring theory and often complex issues to life. This completely up-to-date second edition looks at a wide range of issues related to internal communication, including managing internal communication, internal communication across the sectors, the legal framework, the measurement of results, the effects of technology and managing change. The new edition also contains new chapters on communicating in a crisis, leadership by mid-level managers, and the future of internal communication.

This is volume 2 of a 2-volume set. Marine Design XIII collects the contributions to the 13th International Marine Design Conference (IMDC 2018, Espoo, Finland, 10-14 June 2018). The aim of this IMDC series of conferences is to promote all aspects of marine design as an engineering discipline. The focus is on key design challenges and opportunities in the area of current maritime technologies and markets, with special emphasis on: • Challenges in merging ship design and marine applications of experience-based industrial design • Digitalisation as technological enabler for stronger link between efficient design, operations and maintenance in future • Emerging technologies and their impact on future designs • Cruise ship and icebreaker designs including fleet compositions to meet new market demands To reflect on the conference focus, Marine Design XIII covers the following research topic series: •State of art ship design principles - education, design methodology, structural design, hydrodynamic design; •Cutting edge ship designs and operations - ship concept design, risk and safety, arctic design, autonomous ships; •Energy efficiency and propulsions - energy efficiency, hull form design, propulsion equipment design; •Wider marine designs and practices - navy ships, offshore and wind farms and production. Marine Design XIII contains 2 state-of-the-art reports on design methodologies and cruise ships design, and 4 keynote papers on new directions for vessel design practices and tools, digital maritime traffic, naval ship designs, and new tanker design for arctic. Marine Design XIII will be of interest to academics and professionals in maritime technologies and marine design.

This key resource is often referred to as the "Green Book". Federal policymakers and program managers are continually seeking ways to better achieve agencies' missions and program results, in other words, they are seeking ways to improve accountability. A key factor in helping achieve such outcomes and minimize operational problems is to implement appropriate internal control. Effective internal control also helps in managing change to cope with shifting environments and evolving demands and priorities. As programs change and as agencies strive to improve operational processes and implement new technological developments, management must continually assess and evaluate its internal control to assure that the control activities being used are effective and updated when necessary. The Federal Managers' Financial Integrity Act of 1982 (FMFIA) requires the General Accounting Office (GAO) to issue standards for internal control in government. The standards provide the overall framework for establishing and maintaining internal control and for identifying and addressing major performance and management challenges, and areas at greatest risk of fraud, waste, abuse and mismanagement. This report explores the Five Standards for Internal Control as identified by GAO for policymakers and program managers: - Control Environment - Risk Assessment - Control Activities - Information and Communications - Monitoring These standards apply to all aspects of an agency's operations: programmatic, financial, and compliance. However, they are not intended to limit or interfere with duly granted authority related to developing legislation, rule-making, or other discretionary policy-making in an agency. These standards provide a general framework. In implementing these standards, management is responsible for developing the detailed policies, procedures, and practices to fit their agency's operations and to ensure that they are built into and an integral part of operations. Other related products: Government Auditing Standards: 2011 Revision (Yellow Book) --print format can be found here: <https://bookstore.gpo.gov/products/sku/020-000-00291-3> --ePub format can be found here: <https://bookstore.gpo.gov/products/sku/999-000-44443-1> Reducing the Deficit: Spending and Revenue Options can be found here: <https://bookstore.gpo.gov/products/sku/052-070-07612-7> The Budget and Economic Outlook: 2016 to 2026 can be found here: <https://bookstore.gpo.gov/products/sku/052-070-07697-6>

Praise for The IABC Handbook of Organizational Communication "Looking to expand your professional abilities? Learn new skills? Or hone your area of expertise? This book delivers an amazing and practical study of our profession—and a guidebook for strategic communication best practices. The Handbook explores the many aspects of our profession with expert insights of the best of the best in communication."—John Deveney, ABC, APR, president, Deveney Communication "Chalk up a win for Team IABC. Editor Tamara Gillis has assembled a winning lineup of the best communicators to compile this useful, readable Handbook. Not another how-to-do-it tactical manual, this volume draws from theory and global best practices to explain the strategic reasons behind modern communication. A must-read for anyone interested in understanding the communication profession and a useful desktop companion to the professional communicator's dictionary and style guide."—William Briggs, IABC Fellow and director, School of Journalism and Mass Communications, San Jose State University "It is a real pleasure to read this latest version. It presents a sound, research-based foundation on communication—its importance to organizations, why the function must be strategic, and what it takes to get it right."—John G. Clemons, ABC, APR, corporate director of community relations, Raytheon "All myths about organizational communicators being brainwashed, biased corporate journalists are out the window. This stellar compendium from dozens of authors, researchers, and editors of high professional stature is timely and forward-thinking. Communication students particularly will benefit from understanding the complex disciplines that intertwine and drive effective organizational communication."—Barbara W. Puffer, ABC, president, Puffer Public Relations Strategies, and associate professor and course chair, Communications Studies and Professional Writing, University of Maryland University College

Previously overlooked in the workplace, this book explores how internal communication is conducted across the different sectors and in organisations of differing sizes and complexity.

Previously restricted to cascading information and managing day-to-day conversations, internal communication is now essential to empowering employees to deliver business strategy. Strategic Internal Communication shows how to design and implement a strategy which will lead to engaged and motivated staff, increased productivity and consequently improved business performance. The book uses the author's own Dialogue Box tool designed to help companies explore more thoroughly what kinds of conversations they need to have with employees to address internal and cultural challenges. It helps transform organizations into open and transparent communities to ensure that entire workforces are committed to the overall business vision. This fully updated 2nd edition of Strategic Internal Communication includes new information on how to use Dialogue Box during times of transition and organizational change. It also gives advice on how to manage difficult conversations and avoid damaging miscommunication and misinterpretation. Supported by examples and case studies from the author's own experience, Strategic Internal Communication is an indispensable guide to creating an integrated and collaborative culture which will take your organization to the next level of success.

This book discusses a number of issues related to the various dimensions of the use of information and communication technologies (ICT) in management, and their economic and psycho-pedagogical uses. It answers several important questions concerning this research area, and its interdisciplinary approach serves to answer a number of key questions in this field. It offers a contribution to the wider social and scientific discussion on the theoretical and practical use of ICT, in management, econ ...

Get internal communications right in your organization and the benefits are clear: motivated staff, better financial performance, a strong external reputation and delighted customers are just a few of the reasons why getting your message over to staff effectively matters. Internal Communications explores what good practice in internal communications looks like, providing a no-nonsense, step-by-step approach to devising an internal communications strategy. Written by experts with extensive experience as consultants and in-house leaders in the private, public and not-for-profit sectors, Internal Communications covers how to build an internal communications team and plan; devise messages and decide which channels to use; work with line managers and senior leaders; research and evaluate internal communications and support change within an organization. Supported by easy to follow models, example explanations of the core theory, and case studies, it provides students and internal communicators alike with the practical tools and advice they need to make a difference in an organization. About the PR in Practice series: Published in collaboration with the Chartered Institute of Public Relations (CIPR), the PR in Practice series comprises accessible, practical introductions to day-to-day issues of public relations practice and management. The series' action-oriented approach keeps knowledge and skills up to date.

"Corporate Conversations gives you insight, ideas, and an action plan to energize and empower the exchange of information in your company. Author Shel Holtz has more than twenty-five years of experience helping companies enhance their strategies for crafting and delivering vital internal messages. He uses real-life case studies to demonstrate the best strategies for making sure everyone within your company is on the same page." "Corporate Conversations defines the three primary results you should achieve through every employee communication: promoting loyalty, inspiring quality work that satisfies the needs of your customers, and encouraging your employees to represent the company in a manner consistent with the image you've defined. The book shows you how to use traditional and online tools to develop an internal communications program that will help you."--BOOK JACKET.

The People Business offers readers a unique, inside perspective on what works and what doesn't in the world of corporate internal communication and strategy. Featuring interviews with senior practitioners from a diverse range of leading firms, the book offers a refreshingly honest perspective on the practices and challenges facing IC today. Senior IC leads will offer their tips for success, what they have learned along the way, and what remains challenging. The book will also explore how IC is still, in some companies, struggling to be seen as a credible contributor to business performance. The People Business enables readers to prove its value to senior company members by demonstrating its clear impact on ROI.

Bill Quirke demonstrates practically how businesses can use internal communication to achieve differentiation, to improve their quality, customer service, and innovation, and to manage change more effectively. He describes the why, the what and the how of internal communication - why business needs better communication to achieve its objectives, what internal communication needs to deliver to add value, and how organizations need to manage their communication for best results.

- Starting your career and interested to make a mark in this growing function? - Keen to understand the nuances of internal communications? - Determined to create an impact as an internal communication professional? - Looking for resources to create, nurture, and deliver consistently with you team? In this book you will discover all these and more as it takes you through the nuts and bolts of establishing your function and demonstrating value with internal communications. Using simple examples and formats, the author shares best practices and lessons that will enhance your presence as an internal communications professional. - Self-evaluation Guide: How do I know if I am suited to the role? - Guide to getting answers when you begin your career in internal communications - Interviewers Guide: questions to ask during an internal communications interview - Channel selection guide - Evaluating your agency - How to promote your team

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