

Postgraduate Certificate Artificial Intelligence in the Age of Corporatism



Postgraduate Certificate Artificial Intelligence in the Age of Corporatism

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: Professionals from various academic disciplines who wish to deepen their knowledge of the new scenario in the luxury universe, its growth and commercialization opportunities.

Website: www.techtute.com/pk/school-of-business/postgraduate-certificate/artificial-intelligence-age-corporatism

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01 Welcome

A time of crisis can be a good opportunity to apply the new trends that exist in the luxury environment, such as sustainability and digital transformation. This Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism from TECH introduces the concepts of corporate social responsibility and reputation oriented to maintain the brand image and solvency prevention in the face of crises that are presented to us throughout the life of a company.

Knowing the stages of the consumer's buying process and promoting brand loyalty, as well as knowing the psychological and social aspects that can affect consumer behavior according to brand values or investigating research tools in trend prediction to apply them to the brand image without altering it.



Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism.
TECH Technological University

“

Discover how Artificial Intelligence can benefit or harm fashion brands in the age of corporatism and how it relates to the sustainability of the industry"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95%

of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

100,000+

executives trained each year

200+

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

500+

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of participants achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to train with a team of world renowned teachers.

04 Objectives

The objective of this Postgraduate Certificate is to detect brand behavior in crisis situations, from the internal organization to how social changes affect it and how to remedy them. In this way, the professional will know how to fit sustainability and digital transformation into the communication strategy without losing the brand's identity. You will acquire the necessary tools to understand the role of marketing in the whole process and how to design a brand strategy focused on new consumers and new technologies, with a special focus on social networks, following the discourse established by the brand and in line with its values.



“

You will learn how to fit sustainability and digital transformation into a brand's communication strategy without losing its identity, in line with its values"

TECH makes the objectives of its students its own.
Working together to achieve them.

The **Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism** enable the student to:

01

Discover the triple approach brand-strategy-consumer

02

Understand the progress of new digital marketing tools

03

Acquire critical thinking in relation to sustainability and innovation in luxury marketing

04

Expand the ability to analyze the commercial scenario of brands



05

Improve decision making in the business and business development context

06

Develop strategic skills to adapt to the new labor market

07

Elaborate a correct Marketing Plan adapted to the client, brand and market needs

08

Plan marketing actions in line with the luxury industry, providing profitable solutions in the short and long term



09

Learn to project the brand's identity to society as a whole

10

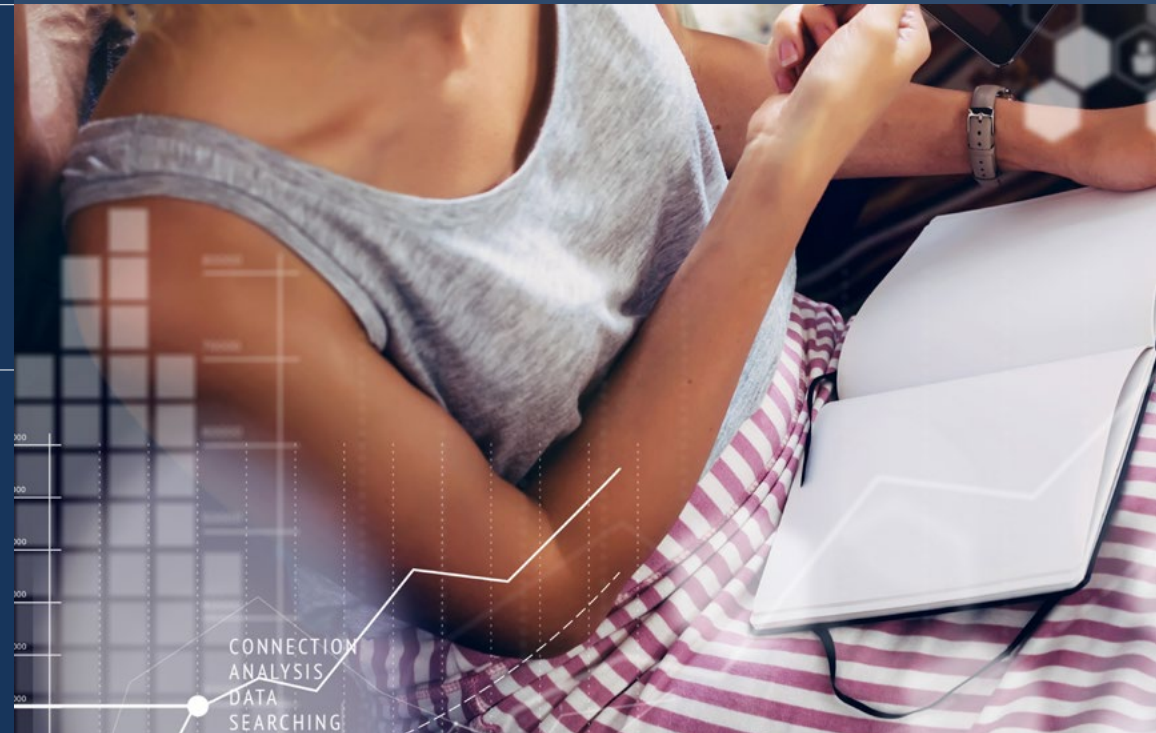
Build predictable, flexible and sustainable marketing models that guarantee the survival and impact of the luxury product

11

Discover the evolution of public relations and the latest market trends, understanding the persuasive component of PR for luxury marketing and the role of social media in communication strategies

12

Reduce uncertainty in the face of changes internal and/or external to the organization



13

Understand the crisis resolution process and the role of the communication director in difficult times

14

Organize your own discourse for social networks and mass media aligned with the company's values

15

Fit sustainability and digital transformation into the communication strategy without losing identity

16

Plan digitalization by knowing and assessing the different proposals and advances offered by the technological market



05

Structure and Content

The program of this Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism has been developed by the best experts in the sector, who have poured their knowledge and experience into a complete and up to date syllabus that will give a global vision of the current panorama that fashion brands are going through. It contemplates, therefore, the latest technological developments that have been applied to the sector, such as the fact that brands take into account their plural, global and digital audience, even more so after the impact of Covid-19 in 2020. Its 100% online format allows students to study it at the time and place that best suits their availability, schedules and interests, and in just 6 weeks they will have a quality program, typical of the sector.



“

Corporate Social Responsibility in the current context is key to position a fashion brand and this Postgraduate Certificate teaches you how to align your values with the demands of society"

Syllabus

The Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism from TECH Technological University is an intensive program that will prepare you to master the landscape of the fashion industry through new technologies. The content of the program is designed to promote the development of the skills required for this service.

The program deals in depth with the technological impact on the sales projection of luxury brands and their digital positioning, current trends or the image that consumers have of the brand and what values they associate with them, among others. A quality content designed by the best experts in the sector in this curriculum with which professionals will develop from a strategic, international and innovative perspective, with the aim that the student achieves excellence in a field as competitive as fashion and luxury.

Today's highly globalized and competitive environment has forced companies to establish highly efficient work environments that allow them to achieve their objectives. To achieve this, companies must use the best tools to reach a competitive and efficient management level in order to be able to adapt at all times to the needs of the market. This program teaches the necessary tools and knowledge to achieve this adaptation and to be able to compete in the best conditions.

Due to the need to constantly adapt to the changes that occur in the environment, which can be of all kinds, it is necessary for a company to act as an adaptable system. For this reason, it is essential that all professionals even if they are responsible for only one area of the company, are aware of the impact on other areas and above all, on the end customer. In other words, they must have transversal knowledge.

This Postgraduate Certificate is developed over 6 week and is structured into 1 module:

Module 1

Artificial Intelligence in the Age of Corporatism



Where, when and how is it taught?

TECH offers the possibility of developing this Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism completely online. Over the course of 6 weeks, you will be able to access all the contents of this program at any time, allowing you to self manage your study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Artificial Intelligence in the Age of Corporatism

1.1. Corporate Social Responsibility in the Current Context

- 1.1.1 The Stakeholder Ecosystem
- 1.1.2 The Consumer and the Employee in the Luxury Market
- 1.1.3 Social Responsibility as a Precedent for Fashion Brands

1.2. The Value of Reputation in Luxury Brands

- 1.2.1 The Global Effects on the Luxury Market
- 1.2.2 Analytics for Globalization
- 1.2.3 Corporate Activism and Brand Ambassadors

1.3. Crisis Management in Fashion Companies

- 1.3.1 Types of Crisis
- 1.3.2 Contingency Plan
- 1.3.3 The Strategic Plan

1.4. Communication in Times of Crisis

- 1.4.1 Spokespersons and the Discourse of Communication Leaders
- 1.4.2 The Impact of the Crisis on the Income Statement
- 1.4.3 Post-Crisis Actions: Getting back to Normality

1.5. Sustainability: Brand Growth Strategies

- 1.5.1 The Three Dimensions of Sustainability: Social, Environmental and Corporate at MBL
- 1.5.2 The Value Chain of the Fashion Industry
- 1.5.3 Sustainability Communication: Reporting

1.6. Sustainability: A Way Out of the Crisis?

- 1.6.1 Types of Crisis in Each Area of Sustainability
- 1.6.2 Authenticity and Transparency in the Eye of the Public
- 1.6.3 Sustainability as Part of the Crisis Solution

1.7. Digital Transformation in the Fashion Industry

- 1.7.1 The Data
- 1.7.2 E-Commerce
- 1.7.3 Innovation

1.8. The Artificial Intelligence Applied to Luxury

- 1.8.1 Machine Learning
- 1.8.2 Omni-Channeling and the Phygital Space through the Lens of Artificial Intelligence
- 1.8.3 Customized Recommendation Tools

1.9. The Implementation of Robotics in the Luxury World

- 1.9.1 Digital Interaction: A World Without Human Contact
- 1.9.2 Chatbot and the Virtual Personal Shopper
- 1.9.3 The Digital Experience

1.10. Virtual Reality of Fashion: New Catwalks

- 1.10.1 Definition and Functionality of Virtual Reality
- 1.10.2 The Fashion Show with 3D Models
- 1.10.3 Virtual Reality Tools in the Luxury Market



Virtual reality has taken over the catwalks. Discover its functionality and its impact with this TECH Postgraduate Certificate"



06 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"



TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world*”



This program prepares you to face business challenges in uncertain environments and achieve business success.



Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“ *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



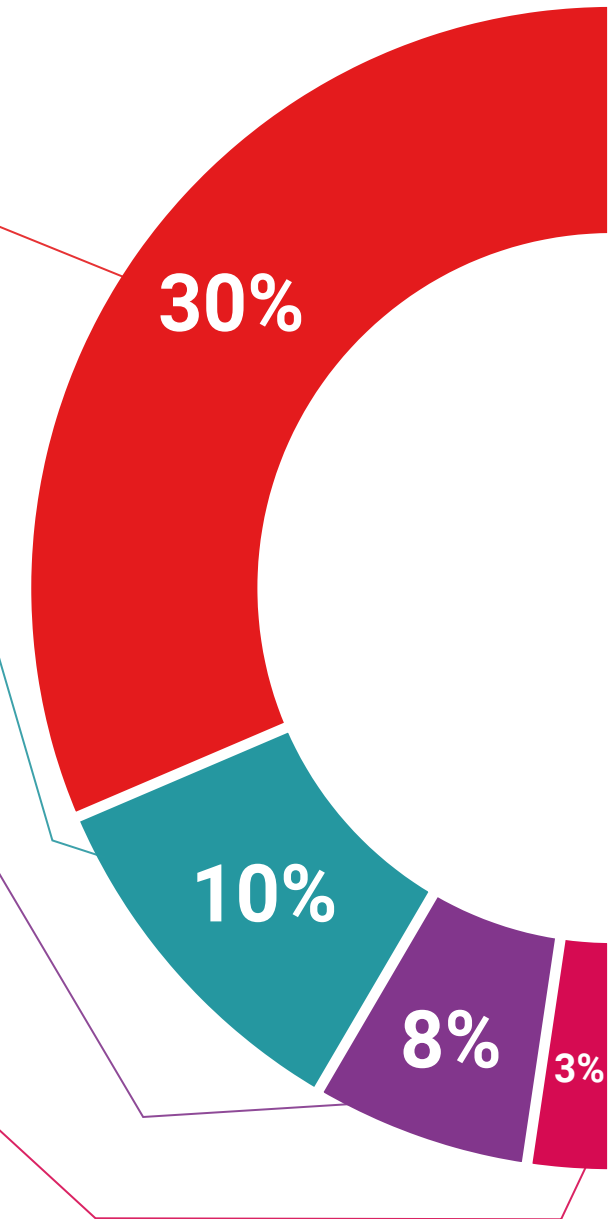
Management Skills Exercises

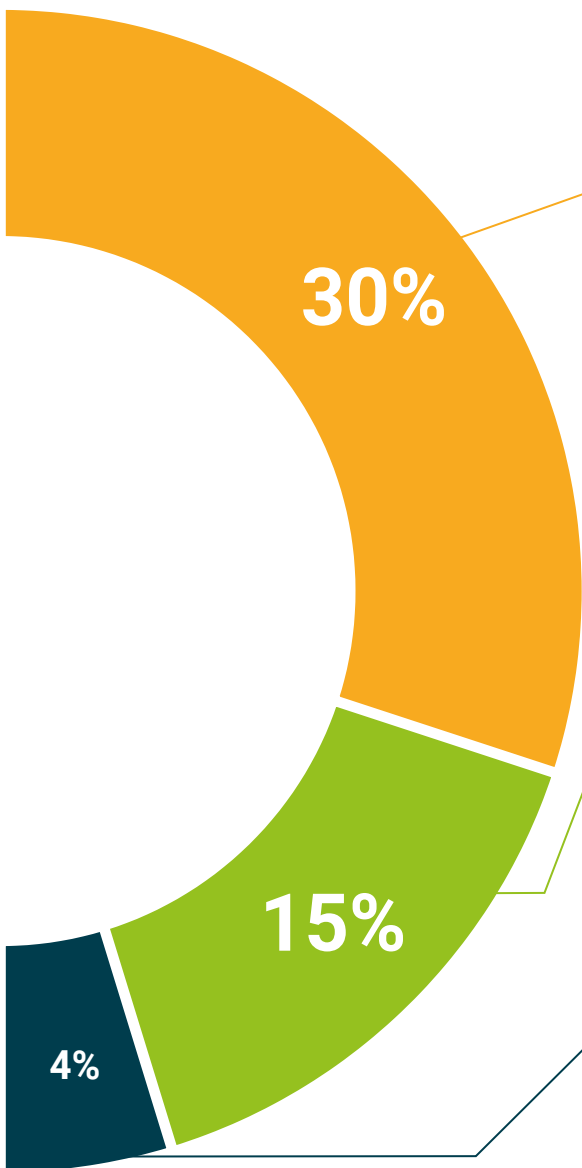
They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.



**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

**Interactive Summaries**

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

**Testing & Retesting**

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

This Postgraduate Certificate is designed for professionals and students from various academic disciplines who wish to deepen their knowledge of new trends applied to luxury, such as sustainability and digital transformation. Therefore, there is no single profile, although it is more focused on marketing professionals, advertising, communication and online business, engineers or CEO profiles. This program will allow them to develop a deep knowledge of marketing in the luxury industry and will enable them to find the balance between creative and analytical talent to face economic and social changes with agility.





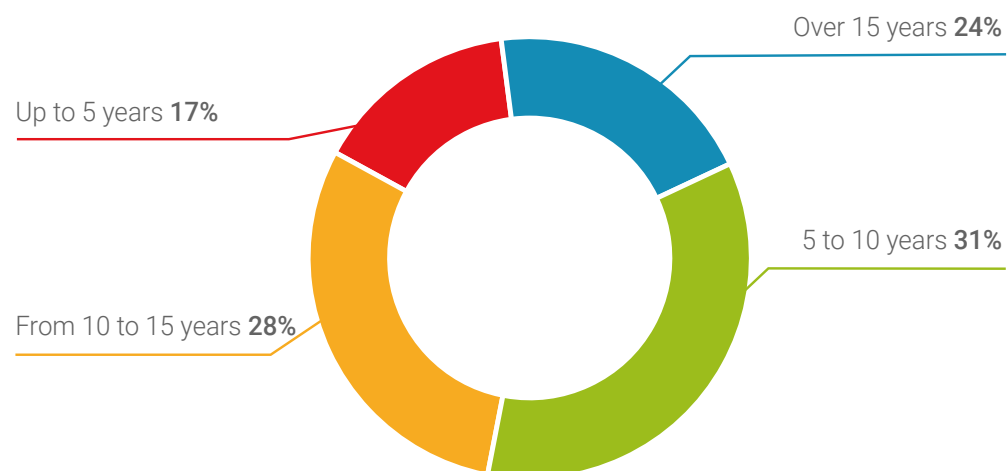
“

You will master the dynamics of Corporate Social Responsibility and contribute to the brand maintaining its reputation and meeting today's diversity standards"

Average Age

Between **35** and **45** years old

Years of Experience



Training

Economics and Business **32%**

Commercial **27%**

Engineering **18%**

Social Sciences **8%**

Others **15%**



Academic Profile

Purchasing Directors **28%**

Logistics Area **23%**

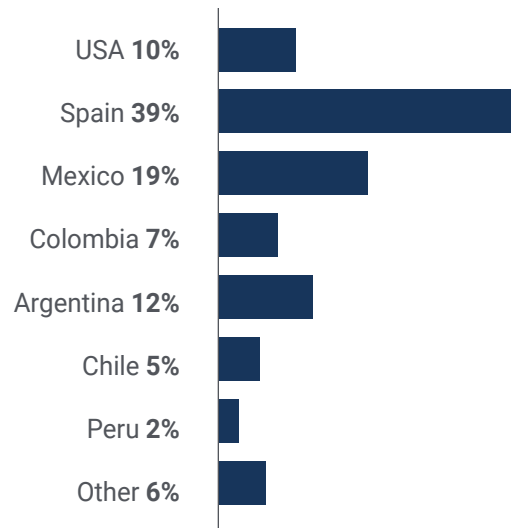
Commercial Area **25%**

Industry **10%**

Others **14%**



Geographical Distribution



Susana Martínez

Communication Area Director of an important fashion company

"I decided to study this TECH Postgraduate Certificate after a period of job uncertainty in which neither my team nor I saw anything clear after the impact of Covid in our company. It turned out to be a very positive experience and met my expectations pleasantly, I recommend it"

08

Course Management

The program of this Postgraduate Certificate includes in its teaching staff reference experts in the field of Fashion and Luxury Markets, who pour into this curriculum the experience of their career and their professional relationship linked to an exclusive environment fully focused on the taste of customers, with a focus on the sustainable use of new technologies. Likewise, other experts of recognized prestige in related areas participate in its design and elaboration, completing the syllabus of the program in an interdisciplinary way, making it a unique experience that will enable the student to achieve the desired objectives with this program will.



“

Learn from the best how artificial intelligence is applied in the world of luxury and how to automate services without falling into impersonalization”

Management



Ms. García Barriga, María

- ♦ Professor of Digital Marketing
- ♦ More than 15 years of experience in content generation of various kinds: logistics and distribution, fashion and literature or artistic heritage conservation
- ♦ She has worked in major media such as RTVE and Telemadrid
- ♦ Degree in Information Sciences from the UCM
- ♦ Postgraduate Degree in Marketing and Communication in Fashion and Luxury Companies, UCM
- ♦ MBA from ISEM Fashion Business School, the School of Fashion Business of the University of Navarra
- ♦ PhD Candidate in Fashion Trend Creation
- ♦ Author of The pattern of eternity: creating a spiral identity for the automation of fashion trends



E-SHOP

BUTTON • LUXURY DESIGN ELEMENT

Professors

Dr. Gárgoles Saes, Paula

- ♦ PhD, journalist and researcher specialized in Fashion and Communication
- ♦ Research professor at the School of Communication and head of the Corporate Communication Academy at the Panamerican University, Mexico City
- ♦ Lecturer in recognized institutions of Higher Education in the Faculty of Communication
- ♦ Communications and Sustainability Consultant at Ethical Fashion Space, Mexico City
- ♦ Sustainability Consultant at COINTEGRA, Madrid
- ♦ Research stay at the Textile Technology Faculty University of Zagreb
- ♦ Department of Communication at ISEM Fashion Business School, Madrid
- ♦ Fashion Journalist at Europa Press Agency and Asmoda Digital Magazine
- ♦ PhD in Applied Creativity Navarra University
- ♦ Doctorando (cum laude), ISEM Fashion Business School, Madrid
- ♦ Degree in Journalism Complutense University of Madrid
- ♦ Executive Fashion MBA at ISEM Fashion Business School
- ♦ Specialization in Fashion at the Fashion Institute of Technology in New York and at the Future Concept Lab in Milan

Ms. Tapias Fraile, María

- ♦ For more than 7 years she has worked for different public institutions and in the online communication departments of several organizations
- ♦ Editor and proofreader for books and publications
- ♦ She has published articles and reviews in different media (La Gaceta, La Razón and Nueva Revista)
- ♦ Bachelor's Degree in Journalism (CU Villanueva - Universidad Complutense de Madrid)
- ♦ Master's Degree in Research in Journalism (Complutense University of Madrid)
- ♦ Electoral Campaign Management Program (IESE Business School - UNAV)

09

Impact on Your Career

TECH is aware from that pursuing a program of these characteristics is an economic, professional and of course, personal investment. The ultimate goal of this program is to help you grow professionally, and TECH wants to accompany you on your path to success through excellence.

That is why studying this program is the best option you can take to achieve it.



“

Expand your knowledge in new technologies and exploit your professional skills to the fullest in the new digital landscape"

If you want to make a positive change in your profession, the Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism will help you achieve it.

Are you ready to take the leap? Excellent professional development awaits

The Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism at TECH is an intensive program that will prepare you to face challenges and make important creative and strategic decisions to achieve your objectives. Helping you achieve success is not only their goal, it is also TECH's goal: elite education for all.

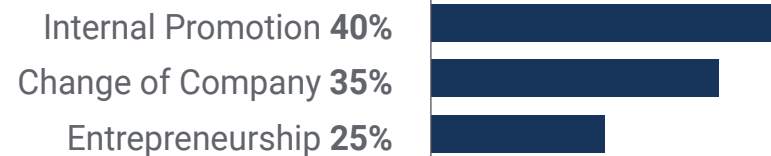
If you want to improve yourself, make a positive change at a professional level and interact with the best, this is the program for you.

Do not miss the opportunity that TECH offers you and take this program with future projection.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.22%** for our students



10

Benefits for Your Company

The Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism contributes to raise the possibilities of employees focused on perfecting corporate strategies and automated customer service that complies with brand values, following a discourse. This knowledge is key to mastering sales today, given the digitization of the sector. It has been proven that a qualified team drives the achievement of objectives, so that the preparation of experts in the same company contributes to the professional growth of its staff, thus betting on excellence. Therefore, this program is a unique opportunity for companies to have the best in their team.



“

Boost your company by boosting your workforce first. This is the only way to move towards success"

Developing and retaining talent in companies is the best long-term investment.

01

Intellectual Capital and Talent Growth

The professional will bring new concepts, strategies and perspectives to the company that can bring about creative changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

Managers will be able Corporate Social Responsibility in the R&D or Business Development area of their company.

06

Increased competitiveness

It will equip professionals with the skills to take on new challenges and drive the organization forward.

11 Certificate

The Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.



“

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism** contains the most complete and up to date program the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the **Postgraduate Certificate**, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Artificial Intelligence in the Age of Corporatism**

Official N° of hours: 150 h.



*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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