

The Personal Mba Master The Art Of Business

The Personal Mba Master The Art Of Business The personal mba master the art of business is a phrase that has gained significant traction among aspiring entrepreneurs, professionals, and business enthusiasts alike. It encapsulates the idea that one can acquire the essential knowledge, skills, and mindset necessary to succeed in the complex world of business without necessarily attending a traditional MBA program. The concept revolves around self-education, strategic learning, and practical application, empowering individuals to take control of their business journey and master the art of business on their own terms. In this comprehensive guide, we will explore what it means to pursue a personal MBA, the core principles behind mastering business skills, and how you can leverage this approach to achieve your professional goals.

Understanding the Personal MBA: What Is It? Definition and Origins The term "personal MBA" was popularized by entrepreneur and author Josh Kaufman through his book *The Personal MBA: Master the Art of Business*. Kaufman argued that the traditional MBA, while valuable, often comes with high costs and time commitments that may not be necessary for everyone. Instead, he advocated for a self-directed learning approach—an alternative path to acquiring essential business knowledge. The core idea is that many of the skills taught in formal business programs can be learned independently through curated resources, disciplined study, and real-world practice. The personal MBA is thus a commitment to lifelong learning and deliberate skill-building.

The Philosophy Behind the Personal MBA The philosophy emphasizes:

- **Accessibility:** Knowledge is more accessible than ever thanks to online courses, books, podcasts, and industry blogs.
- **Self-Reliance:** Individuals can take responsibility for their learning journey, tailoring it to their specific needs.
- **Practicality:** Focus on acquiring skills that have direct application in real-world scenarios.
- **Efficiency:** Learning targeted concepts that deliver the most value rather than following a fixed curriculum.

Core Principles of Mastering the Art of Business Achieving mastery in business requires a combination of knowledge, skills, mindset, and continuous improvement. Here are some fundamental principles to guide your journey:

1. **Focus on Fundamental Business Concepts** Understanding core principles is essential. These include:
 - **Value Creation:** How to identify customer needs and create products or services that satisfy them.
 - **Marketing and Sales:** Techniques to reach your target audience and convert prospects into customers.
 - **Finance and Accounting:** Basic financial literacy, including reading financial statements and managing cash flow.
 - **Operations and Supply Chain:** Efficiently managing resources and processes to deliver value.
 - **Strategy and Leadership:** Making long-term decisions and leading teams effectively.
2. **Develop Critical Thinking and Analytical Skills** Mastering business isn't just about memorizing facts; it involves analyzing situations, making decisions, and solving problems. Cultivate skills such as:
 - Data analysis and interpretation
 - Strategic thinking
 - Creativity and innovation
 - Risk assessment
3. **Cultivate an Entrepreneurial Mindset** Success often depends on your mindset:
 - Resilience in face of setbacks
 - Adaptability to changing environments
 - Proactiveness and initiative
 - Continuous learning and curiosity
4. **Learn from Real-World Experience** Apply your knowledge through:
 - Starting small side projects
 - Internships or consulting gigs
 - Volunteering for leadership roles
 - Networking with industry professionals
5. **Build a Personal Learning Roadmap** Identify your learning goals and milestones. Use resources such as:
 - Books and e-books
 - Online courses (Coursera, Udemy, LinkedIn Learning)
 - Podcasts and webinars
 - Industry blogs and forums

Key Resources for a Personal MBA To master business independently, leveraging high-quality resources is crucial. Here are some recommended categories:

Books Some foundational titles include:

- *The Lean Startup* by Eric Ries
- *Thinking, Fast and Slow* by Daniel Kahneman
- *Good to Great* by Jim Collins
- *The Innovator's Dilemma* by Clayton Christensen
- *Business Model Generation* by Osterwalder and

Pigneur 3 Online Courses and Platforms Platforms offering comprehensive business education: Coursera Udemy LinkedIn Learning edX MIT OpenCourseWare Communities and Networking Engage with like-minded learners and professionals: - Local business meetups - Online forums (Reddit's r/Entrepreneur, r/Business) - Industry-specific LinkedIn groups - Mentorship programs Practical Tools Utilize tools to implement your learning: - Business plan templates - Financial modeling spreadsheets - Project management software (Trello, Asana) - Customer relationship management (CRM) systems Implementing Your Personal MBA Journey Set Clear Goals Define what mastery means for you: - Launching a startup - Growing an existing business - Transitioning into a leadership role - Developing specific skills like marketing or finance Create a Learning Schedule Dedicate regular time to study and practice: - Daily reading or listening - Weekly project work - Monthly reflection and adjustment Apply Learning in Real-World Contexts Theory is valuable, but practice cements knowledge: - Start a side hustle - Volunteer to lead projects - Conduct small experiments to test ideas Measure Progress and Adjust Track your development: - Keep a learning journal - Seek feedback from mentors - Adjust your focus based on results and changing interests 4 Advantages of Mastering Business on Your Own Choosing the personal MBA path offers numerous benefits: - Cost-effectiveness compared to traditional programs - Flexibility to learn at your own pace - Customization to your specific goals and interests - Development of self-discipline and autonomous learning habits - Immediate application of skills in your current or future ventures Challenges and How to Overcome Them While the personal MBA approach is rewarding, it also presents challenges: - Information Overload: Curate your resources carefully to avoid being overwhelmed. - Lack of Structured Curriculum: Create your own roadmap and milestones. - Limited Formal Recognition: Consider certifications or online credentials to validate your skills. - Accountability: Find mentors, accountability partners, or join learning groups. Conclusion: Master the Art of Business on Your Terms The journey to mastering the art of business through a personal MBA is both empowering and demanding. It requires commitment, discipline, curiosity, and strategic resourcefulness. By focusing on core principles, leveraging available resources, and applying your knowledge practically, you can develop a deep understanding of business that rivals or surpasses traditional education. Ultimately, the personal MBA is about taking control of your learning and career trajectory—transforming yourself into a competent, confident, and innovative business leader capable of navigating the complexities of today's dynamic marketplace. Question Answer What is the main goal of 'The Personal MBA' by Josh Kaufman? The main goal of 'The Personal MBA' is to provide readers with essential business knowledge and skills without the need for a traditional MBA degree, enabling them to master the art of business independently. How does 'Master the Art of Business' in The Personal MBA differ from formal MBA programs? It focuses on self-education through curated principles and practical techniques, avoiding the high costs and time commitments of traditional MBAs, while emphasizing actionable insights for real-world application. Which key business concepts are covered in 'The Personal MBA'? The book covers topics like value creation, marketing, sales, negotiation, psychology of business, systems thinking, and financial literacy, providing a comprehensive foundation for business mastery. Is 'The Personal MBA' suitable for entrepreneurs and startups? Yes, it is highly suitable as it offers practical strategies and frameworks that entrepreneurs can apply to build and grow their businesses effectively without formal business school training. 5 What are some actionable steps recommended in 'Master the Art of Business' from The Personal MBA? The book recommends focusing on creating value, understanding customer needs, testing ideas rapidly, and continuously learning to improve business performance and decision-making. How has 'The Personal MBA' impacted modern business learners and professionals? It has empowered many to acquire business skills independently, challenge traditional education models, and succeed in various industries by emphasizing self-directed learning and practical knowledge. The Personal MBA: Master the Art of Business In the ever-evolving landscape of modern commerce, the importance of business acumen cannot be overstated. Whether you're an aspiring entrepreneur, a seasoned executive,

or someone seeking to enhance their understanding of how businesses operate, acquiring comprehensive knowledge is crucial. Enter The Personal MBA, a groundbreaking approach to mastering business principles without the traditional route of a formal MBA program. This article delves into the core of The Personal MBA, exploring its philosophy, core concepts, and practical application, offering an in-depth review for anyone eager to master the art of business. --- What is The Personal MBA? The Personal MBA is a self-directed educational framework designed to equip individuals with fundamental business knowledge and skills, bypassing the costs, time commitments, and often bureaucratic nature of traditional MBA degrees. Conceived by Josh Kaufman, an entrepreneur and author, the concept challenges the notion that an MBA is the only path to business mastery. Instead, Kaufman advocates for a curated, efficient, and flexible approach to learning business essentials through high-quality resources, reading, and practical application. The core idea is that anyone can acquire a robust understanding of business concepts by investing time and effort into self-education, provided they know what to focus on.

Key Principles of The Personal MBA:

- **Self-Education Over Formal Degrees:** Emphasizes learning from books, online resources, and real-world experience.
- **Focus on Core Principles:** Prioritizes understanding fundamental business concepts over superficial knowledge.
- **Efficiency and Effectiveness:** Advocates for targeted learning to maximize impact within limited time frames.
- **Practical Application:** Encourages applying knowledge directly to real-world scenarios for reinforcement.

--- **Why Consider The Personal MBA?** Traditional MBA programs are often associated with high costs, lengthy durations, and geographical limitations. While they can provide valuable networking opportunities and structured curricula, they are not always accessible or necessary for everyone. The Personal MBA offers an alternative for motivated individuals seeking to:

- **Save time and money.**
- **Customize their learning path.**
- **Focus on practical, actionable knowledge.**
- **Develop a mindset of continuous self-improvement.**

Benefits include:

- **Cost-Effectiveness:** The Personal Mba Master The Art Of Business 6 Usually involves investing in books, courses, and tools rather than tens or hundreds of thousands of dollars.
- **Flexibility:** Learning at your own pace and choosing topics most relevant to your goals.
- **Breadth and Depth:** Covering essential business disciplines while allowing for specialization later.
- **Immediate Application:** Implementing concepts directly into your work or startup.

--- **Core Concepts and Frameworks in The Personal MBA** The Personal MBA revolves around mastering core disciplines that underpin successful business operations. Kaufman distills these into key areas, each supported by foundational principles, models, and frameworks.

- 1. Value Creation** At the heart of any business is the creation of value. Understanding how to identify customer needs and deliver solutions that satisfy those needs is fundamental.
 - **Customer Focus:** Deeply understanding your target market.
 - **Innovation:** Developing unique solutions or improving existing ones.
 - **Design Thinking:** Applying empathy, ideation, prototyping, and testing to develop customer-centric products.
- 2. Marketing and Sales** No matter how great your product is, it won't succeed without effective marketing and sales strategies.
 - **Marketing Fundamentals:** Positioning, branding, messaging, and channels.
 - **Sales Psychology:** Understanding buyer behavior, persuasion, and negotiation.
 - **Funnels and Conversion:** Building processes that guide prospects toward purchasing.
- 3. Value Delivery and Operations** Delivering value efficiently and reliably is crucial for customer satisfaction and profitability.
 - **Process Optimization:** Streamlining workflows for cost and time savings.
 - **Supply Chain Management:** Ensuring timely delivery of products/services.
 - **Quality Control:** Maintaining standards to uphold reputation.
- 4. Finance and Economics** Financial literacy is vital for making informed decisions.
 - **Financial Statements:** Reading and interpreting income statements, balance sheets, cash flow statements.
 - **Pricing Strategies:** Balancing profitability and customer value.
 - **Economic Principles:** Supply and demand, opportunity costs, and market dynamics.
- 5. Organizational Behavior and Leadership** Managing people and fostering a productive culture are key leadership skills.
 - **Motivation and Incentives:** Designing systems that encourage performance.
 - **Team Building:** Hiring, training, and retaining talent.
 - **Decision-Making:**

Data-driven and intuitive judgment. 6. Strategy and Business Models Understanding how to position your business and sustain competitive advantage. - Business Model Canvas: Visualizing core components of a business. - Competitive Strategy: Differentiation, cost leadership, niche focus. - Innovation and Disruption: Staying adaptable in dynamic markets. --- Learning Resources and Methodology The essence of The Personal MBA lies in its curated list of recommended reading and learning practices. Recommended Reading List Kaufman advocates for engaging with a selection of high-quality books across essential disciplines, including: - The Lean Startup by Eric Ries - Thinking, Fast and Slow by Daniel Kahneman - The Innovator's Dilemma by Clayton Christensen - Crossing the Chasm by Geoffrey Moore - Influence by Robert Cialdini - Good to Great by Jim Collins - The Art of Strategy by Avinash K. Dixit and Barry J. Nalebuff This curated list provides a comprehensive understanding of modern business thinking, psychological insights, strategic frameworks, and operational tactics. Practical Application Beyond reading, the methodology emphasizes: - Experimentation: Testing ideas in real markets. - Feedback Loops: Iterative learning through customer interactions. - Personal Projects: Building startups, consulting, or side ventures to apply concepts. - Networking: Engaging with communities, forums, and mentors online. --- Implementing The Personal MBA in Your Life Mastering business through The Personal MBA requires discipline, focus, and consistency. Here's how to approach it: Step 1: Define Your Goals Identify what you want to achieve — launching a startup, advancing in your career, or understanding business fundamentals. Clear goals will guide your learning priorities. The Personal Mba Master The Art Of Business 8 Step 2: Curate Your Learning Path Based on your objectives, select core topics and corresponding resources. Use Kaufman's recommended reading list as a foundation, supplemented with online courses, podcasts, and videos. Step 3: Dedicate Regular Time Consistency is key. Schedule daily or weekly study sessions, ensuring steady progress. Step 4: Apply and Experiment Implement what you learn through side projects, freelancing, or within your current job. Real-world application cements understanding. Step 5: Engage with Communities Join online forums, mastermind groups, or local meetups to exchange ideas, gain feedback, and stay motivated. Step 6: Reflect and Adjust Periodically review your progress, adjust your focus areas, and seek new challenges to deepen your expertise. --- Critiques and Limitations of The Personal MBA While many laud The Personal MBA for its flexibility and practicality, it is not without critiques: - Lack of Formal Credential: Self-education does not provide the formal recognition of an accredited degree, which can be important for certain careers or industries. - Requires Discipline: Success depends heavily on the learner's motivation and self-direction. - Limited Networking Opportunities: Traditional MBAs provide extensive networking; self-learners need to actively seek community engagement. - Depth of Knowledge: While broad, some may find the depth insufficient compared to specialized graduate programs. Despite these limitations, The Personal MBA excels as a foundational, adaptable, and cost-effective approach to mastering business. --- Conclusion: Is The Personal MBA Right for You? Mastering the art of business is an ongoing journey, and The Personal MBA offers a compelling alternative to traditional education. By focusing on core principles, strategic frameworks, and practical application, it empowers individuals to develop a comprehensive understanding of business operations at their own pace. Whether you're an aspiring entrepreneur eager to launch your venture, a professional seeking to enhance The Personal Mba Master The Art Of Business 9 your skills, or a curious mind passionate about understanding how businesses thrive, The Personal MBA provides a flexible, resource-rich pathway. It encourages active learning, critical thinking, and continuous improvement—traits essential for mastering the art and science of business. Ultimately, the success of this approach hinges on your commitment to self-education and real-world experimentation. With the right mindset and resources, you can build a solid foundation of business knowledge that rivals traditional degrees, all while maintaining the freedom to tailor your learning journey. Embark on your personal MBA today—master the art of business and turn your ideas into impactful realities. business education, self-learning, entrepreneurship, management skills, business strategy, leadership development, online

courses, business fundamentals, professional growth, executive training

The Art of LivingThe Art of Understanding ArtThe Art of the SacredThe Arts of ManThe Art of Maynard DixonThe Art of BalletHenry James and the Art of ImpressionsThe Art of War-- Spirituality for ConflictThe Arts of ManThe Arts of the BeautifulThe Art of Painting in Oil, and in FrescoThe Art of Violin Playing for Players and TeachersThe Painting of Modern LifeThe ArtsThe Art of the OccultWhat Is Art?The Book of the Art of Artists' BooksAppWareEncyclopedia of the ArtsThe Art of Etching; Crispin Sartwell Hugh Moss Graham Howes Eric Newton Mark Edward Perugini John Scholar Eric Newton Etienne Gilson Jean-François-Léonor Mérimée Frank Thistleton Timothy J. Clark Thomas A. Walters S. Elizabeth Count Leo Nikolayevich Tolstoy Margaret Robbins Dagobert David Runes E S (Ernest S) 1883- Lumsden
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the art of living aesthetics of the ordinary in world spiritual traditions is the first truly multi cultural philosophy of art it develops a new theory of what art is and discusses it in relation to zen buddhism taoism and hinduism as well as native american african and african american traditions

have we completely missed the point of the modern western revolution in the arts hugh moss thinks so and here he presents a refreshingly original and thought provoking new approach to understanding art it not only makes sense of western art over the past century or more but applies equally to the art of any culture at any time all within one enlightening framework that well works this new perspective is impossible to ignore a theory that places art right at the centre of the evolution of human consciousness as a key driver of the process argued with intelligence panache and wit the art of understanding art provides a delightfully entertaining read that will change the way you think about and look at art whether you are a collector or would like to be a connoisseur an academic a student or of course an artist or would like to be it is illustrated with intriguing skill depth and humour by peter suart

the field of art and religion is fast becoming one of the most dynamic areas of religious studies uniquely the art of the sacred explores the relationship between religion and the visual arts and vice versa within christianity and other major religious traditions it identifies and describes the main historical theological sociological and aesthetic dimensions of religious art with particular attention to popular as well as high culture and within societies of the developing world it also attempts to locate and predict the forms and functions of such art in a changing contemporary context of obligation modernity secularism and fundamentalism the author concentrates on four chief dimensions where religious art and religious belief converge the iconographic the didactic the institutional and the aesthetic this clear well organised and imaginative treatment of the subject should prove especially attractive to students of religion and visual culture as well as to artists and art historians

some may possibly wonder to find here no record of ballet in italy or at the opera houses of madrid lisbon vienna buda pest berlin copenhagen stockholm warsaw or st petersburg not to speak of the united states and south america this however would be to miss somewhat the author s purpose which is not to trace the growth of ballet in every capital where it has been seen to do

so effectively was hardly possible in a single volume a whole book might well be devoted to the history of the art in italy alone herein only touched upon as it came to have a vital influence on france and england in the nineteenth century we have already had numerous volumes dealing with russian ballet and since the ground has been extensively enough surveyed in that direction there could be no particular advantage in devoting more space to the subject than is already given to it in this work the purpose of which only is to present as far as possible from contemporary sources some leading phases of the history of the modern art of ballet as seen more particularly in france and england

henry james criticized the impressionism which was revolutionizing french painting and french fiction and satirized the british aesthetic movement which championed impressionist criticism yet time and again he used the word impression to represent the most intense moments of consciousness of his characters as well as the work of the literary artist henry james and the art of impressions argues that the literary art of the impression as james practised it places his work within the wider cultural history of impressionism henry james and the art of impressions offers an unprecedentedly detailed cultural and intellectual history of the impression it draws on philosophy psychology literature critical theory intellectual influences and aesthetics to study james s early art criticism literary criticism travel writing prefaces and the three great novels of his major phase the ambassadors the wings of the dove and the golden bowl it argues that the coherent philosophical meanings of the jamesian impression emerge when they are comprehended as a family of related ideas about perception imagination and aesthetics bound together by james s attempt to reconcile the novel s value as a mimetic form and its value as a transformative creative activity henry james and the art of impressions traces the development of the impression across a range of disciplines to show how james s use of the word owes them cultural and intellectual debt it offers a more philosophical account of james to complement the more historicist work of recent decades

written 2 500 years ago by chinese general sun tzu the art of war is a masterpiece of military strategy still in use in war colleges around the world yet its principles transcend warfare and have practical applications to all the conflicts and crises we face in our lives in our workplaces our families even within ourselves thomas huynh guides you through sun tzu s masterwork highlighting principles that encourage a perceptive and spiritual approach to conflict enabling you to prevent conflicts before they arisepeacefully resolve conflicts when they do ariseact with courage intelligence and benevolence in adversarial situationsconvert potential enemies into friendscontrol your emotions before they control you

a collection of art from around the world chosen with the intention of avoiding the easy and universal agreements of artistic classics

first paperback edition a lucid and deft argument for art as the making of beauty for beauty s own sake the arts of the beautiful brilliantly addresses the dominant notion of art as an act of expression or communication gilson maintains that art is not a matter of knowing but that it belongs to an order other than that of knowledge the order of making a world renowned philosopher and historian etienne gilson held the position of professor of medieval philosophy at the sorbonne and subsequently at the college de france he helped to found the pontifical institute of medieval studies at the university of toronto he is the author of many works including forms and substance in the arts the philosopher and theology and the spirit of medieval philosophy first published by charles scribner s sons 65 copyright libri gmbh all rights reserved

from t j clark comes this provocative study of the origins of modern art in the painting of parisian life by edouard manet and his followers the paris of the 1860s and 1870s was a brand new city recently adorned with boulevards cafes parks great exhibitions and suburban pleasure grounds

the birthplace of the habits of commerce and leisure that we ourselves know as modern life a new kind of culture quickly developed in this remade metropolis sights and spectacles avidly appropriated by a new kind of consumer clerks and shopgirls neither working class nor bourgeois inventing their own social position in a system profoundly altered by their very existence emancipated and rootless these men and women flocked to the bars and nightclubs of paris went boating on the seine at argenteuil strolled the island of la grande jatte enacting a charade of community that was to be captured and scrutinized by manet degas and seurat it is clark s cogently argued and profusely illustrated thesis that modern art emerged from these painters attempts to represent this new city and its inhabitants concentrating on three of manet s greatest works and seurat s masterpiece clark traces the appearance and development of the artists favorite themes and subjects and the technical innovations that they employed to depict a way of life which under its liberated pleasure seeking surface was often awkward and anxious through their paintings manet and the impressionists ask us and force us to ask ourselves is the freedom offered by modernity a myth is modern life heroic or monotonous glittering or tawdry spectacular or dull the painting of modern life illuminates for us the ways both forceful and subtle in which manet and his followers raised these questions and doubts which are as valid for our time as for the age they portrayed

thomas walters is an accomplished professional art educator and interdisciplinary humanities professor his education includes a b s degree in art education from atlantic union college where he concentrated in drawing ceramics and art history he also holds an m a t degree in art education from andrews university with a concentration in art history he has completed all the coursework toward a ph d in interdisciplinary studies in the arts at ohio university his accomplishments include teaching art education ceramics drawing music appreciation art appreciation art history and interdisciplinary humanities he has taught at montemorelos university indiana university and iadt international academy of design and technology he has exhibited his art works including wood sculpture painting drawing and ceramics in the united states mexico and canada

a visual feast of eclectic artwork informed and inspired by spiritual beliefs magical techniques mythology and otherworldly experiences mystical beliefs and practices have existed for millennia but why do we still chase the esoteric from the beginning of human creativity itself image makers have been drawn to these unknown spheres and have created curious artworks that transcend time and place but what is it that attracts artists to these magical realms from theosophy and kabbalah to the zodiac and alchemy spiritualism and ceremonial magic to the elements and sacred geometry the art of the occult introduces major occult themes and showcases the artists who have been influenced and led by them discover the symbolic and mythical images of the pre raphaelites the automatic drawing of hilma af klint and madge gill leonora carrington s surrealist interpretation of myth alchemy and kabbalah and much more featuring prominent marginalised and little known artists the art of the occult crosses mystical spheres in a bid to inspire and delight divided into thematic chapters the cosmos higher beings practitioners the book acts as an entertaining introduction to the art of mysticism with essays examining each practice and over 175 artworks to discover the art of the occult has always existed in the margins but inspired the masses and this book will spark curiosity in all fans of magic mysticism and the mysterious

this historic book may have numerous typos and missing text purchasers can usually download a free scanned copy of the original book without typos from the publisher not indexed not illustrated 1899 edition excerpt chapter x in consequence of their unbelief the art of the upper classes became poor in subject matter but besides that becoming continually more and more exclusive it became at the same time continually more and more involved affected and obscure when a universal artist such as were some of the grecian artists or the jewish prophets composed his

work he naturally strove to say what he had to say in such a manner that his production should be intelligible to all men but when an artist composed for a small circle of people placed in exceptional conditions or even for a single individual and his courtiers for popes cardinals kings dukes queens or for a king s mistress he naturally only aimed at influencing these people who were well known to him and lived in exceptional conditions familiar to him and this was an easier task and the artist was involuntarily drawn to express himself by allusions comprehensible only to the initiated and obscure to every one else in the first place more could be said in this way and secondly there is for the initiated even a certain charm in the cloudiness of such a manner of expression this method which showed itself both in euphemism and in mythological and historical allusions came more and more into use until it has apparently at last reached its utmost limits in the so called art of the decadents it has come finally to this that not only is haziness mysteriousness obscurity and exclusiveness shutting out the masses elevated to the rank of a merit and a condition of poetic art but even incorrectness indefiniteness and lack of eloquence are held in esteem theophile gautier in his preface to the celebrated fleurs du mal says that baudelaire as far as

a survey of all the arts of all times and all places covering all phases of painting sculpture architector theatre the dance music decoration graphic and industrial arts prepared with the collaboration of 200 scholars artists and educators also contains definitions of the terms which occur in the arts of countries the world over

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