

THIS IS MARKETING YOU CAN T BE SEEN UNTIL YOU Latest Edition

This Is Marketing You Can T Be Seen Until You Lea

****This Is Marketing: You Can?t Be Seen Until You Learn****

this is marketing you can t be seen until you lea?a phrase that holds a profound

truth about the nature of e?ective marketing today. In an age ?ooded with information and constant digital noise, simply shouting about your product or service isn?t enough. To truly be seen, to connect with your audience, and to make an impact, you have to learn?not only about your market but about yourself, your message, and how to communicate authentically. This article dives deep into the essence of this marketing philosophy, exploring why learning is the foundation of visibility and success in the modern marketplace.

Understanding the Core Concept: Why You Can?t Be Seen Until You Learn

At ?rst glance, marketing might seem like a numbers game?more ads, more posts, more content equals more visibility. But the reality is far more nuanced. The phrase ?this is marketing you can t be seen until you lea? encapsulates a critical mindset shift: visibility comes after understanding.

Marketing guru Seth Godin, who popularized the idea, emphasizes that marketing isn?t

about grabbing attention by force but about creating meaningful connections. And those connections come when you've learned enough about your audience's desires, fears, and values to speak directly to them.

The Learning Curve in Marketing

Learning in marketing involves several layers:

****Market Research:**** Understanding who your customers are, what they want, and how they behave.

****Self-Awareness:**** Knowing your brand's unique value proposition and authentic voice.

****Communication Skills:**** Crafting messages that resonate and engage.

****Feedback Loops:**** Listening to responses, tracking performance, and adapting accordingly.

Without investing time and energy in these areas, your marketing efforts are likely to be invisible or ignored.

Why Learning Builds Visibility: The Psychology Behind It

To grasp why you can't be truly seen until you learn, it helps to consider the psychology of attention and persuasion.

Building Trust Through Understanding

People don't just buy products; they buy stories, solutions, and relationships. When marketers take the time to learn their audience's pain points and aspirations, they craft

messages that feel personal and trustworthy. This trust is the gateway to visibility because it breaks down the skepticism that consumers naturally have toward advertising.

Relevance Is the Key to Being Seen

In a world saturated with marketing noise, relevance is your ticket to being noticed. Learning enables you to tailor your content, offers, and delivery channels to match exactly what your audience is looking for. When your marketing feels relevant, it stands out and captures attention naturally.

Applying "This Is Marketing You Can't Be Seen Until You Learn"

in Practice

How do you translate this insightful marketing mantra into actionable strategies? Here are some practical ways to embed learning into your marketing approach.

1. Deep Audience Research

Go beyond basic demographics. Use surveys, social media listening tools, and customer interviews to uncover motivations, challenges, and preferences. This deep dive helps create buyer personas that reflect real people, not just statistical data.

2. Embrace Storytelling

Once you learn about your audience's journey, weave those insights into compelling stories that resonate emotionally. Stories make your brand memorable and relatable, increasing the chances of being noticed.

3. Experiment and Adapt

Learning is ongoing. Test different messages, formats, and platforms to see what works

best. Use analytics to track engagement and conversion rates, then refine your strategy accordingly.

4. Practice Empathy in Communication

Approach your marketing conversations with empathy. Put yourself in your customers' shoes, addressing their concerns and aspirations honestly and respectfully.

Common Pitfalls When Marketers Skip the Learning Phase

Ignoring the foundational step of learning can lead to several missteps that hurt visibility rather than help it.

Generic Messages: Broad, impersonal marketing fails to capture attention

1.

because it doesn't speak to anyone specifically.

Wasted Resources: Spending money on ads or campaigns that don't connect

2.

results in poor ROI and frustration.

Brand Disconnect: Without understanding your values and voice, your marketing

3.

feels inconsistent and untrustworthy.

Audience Alienation: Messaging that misses the mark can turn potential

4.

customers away instead of drawing them in.

Leveraging Modern Tools to Enhance Your Learning

Today's marketers have an array of tools designed to facilitate faster and deeper learning about their markets.

Data Analytics and Customer Insights

Platforms like Google Analytics, Facebook Insights, and CRM software provide valuable data about user behavior. Analyzing these metrics helps marketers understand what content or products resonate most.

Social Listening Tools

Tools such as Brandwatch or Hootsuite let you monitor conversations around your brand or industry. This real-time feedback is crucial for adapting your marketing in a way that feels timely and relevant.

Continuous Education and Collaboration

Online courses, webinars, and marketing communities are excellent resources for staying updated on trends and best practices. Learning from peers and experts keeps your approach fresh and effective.

How This Is Marketing You Can't Be Seen Until You Learn?

Shapes Long-Term Brand Growth

Marketing isn't just a one-off activity; it's a journey. When you commit to learning first, you build a foundation that supports sustainable growth.

Creating Loyal Communities

Brands that invest in understanding and serving their audience authentically tend to foster loyal communities. These groups become advocates who amplify your message organically.

Adapting to Market Changes

Markets evolve, and consumer preferences shift. A marketer who prioritizes learning is better equipped to pivot strategies, keeping the brand visible and relevant over time.

Building a Reputation for Value

When marketing reflects genuine knowledge and care, it elevates your brand's reputation.

People associate your business with value rather than just sales pitches, which encourages repeat business and referrals.

In essence, the journey to being seen in marketing begins not with louder shouting but with quieter, more focused listening and learning. Remember, this is marketing you can't be seen until you learn an invitation to embrace knowledge as your most powerful visibility tool. By doing so, you unlock the potential to connect deeply and meaningfully in a crowded marketplace.

Question

Answer

What is the main message of

'This Is Marketing: You Can't Be

Seen Until You Learn to See'?

The main message is that successful marketing

requires understanding and genuinely seeing your audience's needs and perspectives before you can effectively reach and influence them.

Who is the author of 'This Is Marketing: You Can't Be Seen Until You Learn to See'?

The book is authored by Seth Godin, a renowned marketing expert and author.

Why does Seth Godin emphasize 'learning to see' in marketing?

Seth Godin emphasizes 'learning to see' because marketers must deeply understand their audience's desires, problems, and worldview in order to create meaningful and effective marketing strategies.

How does 'This Is Marketing' differ from traditional marketing approaches?

Unlike traditional marketing that often focuses on mass advertising and pushing products, 'This Is

Marketing' advocates for empathy, building trust, and creating value for a specific audience.

Can the principles in 'This Is Marketing' be applied to digital marketing?

Yes, the principles of understanding your audience, building authentic connections, and creating meaningful value are highly applicable and essential in digital marketing as well.

****This Is Marketing: You Can't Be Seen Until You Learn****

this is marketing you can't be seen until you learn encapsulates a fundamental truth

in the evolving world of marketing and business strategy. In today's saturated marketplace, visibility and awareness are not simply products of advertising budgets or catchy slogans; they stem from a deeper understanding of the audience, the product, and the meaningful connections between them. Seth Godin's seminal work, *'This Is Marketing'*, highlights that effective marketing is less about shouting the loudest and more about learning what truly resonates with your customers—and only then can your message be seen and appreciated.

As the digital landscape becomes increasingly complex, marketers and business leaders must adopt a mindset that prioritizes empathy, education, and authenticity. This article

explores the key principles behind the idea that "you can't be seen until you learn," investigating how this concept reshapes marketing strategies, enhances customer engagement, and drives long-term growth.

The Core Philosophy of "This Is Marketing"

At its heart, "this is marketing you can't be seen until you learn" stresses that visibility is a byproduct of genuine understanding. Seth Godin argues that instead of bombarding the public with generic messages, marketers must identify the smallest viable market—the niche of people who truly care about what you offer. This requires an intimate knowledge of their desires, fears, and aspirations.

Learning your audience is not passive; it involves active listening, data analysis, and ongoing interaction. Modern marketing tools, from social media analytics to customer feedback platforms, enable this deep dive into consumer behavior. However, the principle transcends technology—it demands that marketers embrace humility and curiosity as foundational traits.

Empathy as the Cornerstone of Visibility

Empathy is often touted in marketing circles, but Godin's approach frames it as indispensable. You cannot be visible to your audience if you don't first understand their world. By stepping into their shoes, marketers uncover motivations that drive purchasing decisions and shape brand loyalty.

The process of learning involves:

Identifying pain points and aspirations

1.

Listening beyond surface-level feedback

2.

Adapting messaging to reflect genuine understanding

3.

Companies that excel in this area often outperform competitors who rely solely on traditional tactics. For instance, brands like Patagonia and Warby Parker have built strong communities by aligning their marketing strategies with deeply held customer values, demonstrating how learning precedes meaningful visibility.

Integrating Data and Human Insight in Marketing

In the digital age, data-driven marketing has become the norm. Yet, "this is marketing you can't be seen until you leave" reminds us that data without interpretation is insufficient. Raw metrics such as click-through rates or impressions offer limited insight unless contextualized with human understanding.

Marketing analytics tools provide valuable LSI (Latent Semantic Indexing) keywords, behavior patterns, and segmentation data, but these must be synthesized with qualitative research. Surveys, focus groups, and social listening complement quantitative data, enabling marketers to craft messages that resonate on an emotional level.

Balancing Automation and Authenticity

Automation technologies like AI-powered chatbots and personalized email campaigns

streamline communication, but they risk depersonalization. The challenge is to use automation to scale the insights gained from learning without losing the personal touch that fosters trust.

For example, Amazon's recommendation engine uses sophisticated algorithms to predict customer preferences, yet the company also invests heavily in customer service and community engagement to maintain a human connection. This dual approach aligns with the principle that you cannot be truly seen until you learn—knowing your customer enables technology to enhance rather than replace genuine interaction.

Practical Implications for Marketing Strategies

Understanding that visibility follows learning reshapes traditional marketing approaches.

Here are some practical ways this principle manifests:

1. Content Marketing as an Educational Tool

Content marketing shifts the focus from promotion to education. By providing valuable, relevant information, brands attract niche audiences who identify with their message. This educational approach builds credibility and trust, positioning the company as a thought leader.

2. Targeted Messaging and Micro-Niching

Rather than attempting to appeal to everyone, marketers hone in on micro-niches. This targeted approach increases relevance and engagement, as messages speak directly to the needs of a smaller, more defined group. Precision targeting requires continuous learning about evolving preferences and behaviors.

3. Relationship Building Over Transactional Sales

Marketing that prioritizes relationships recognizes that customers are more than transactions. Learning about customer journeys, pain points, and satisfaction levels allows brands to nurture long-term loyalty. This perspective reduces churn and fosters advocacy, which in turn enhances visibility through word-of-mouth.

Challenges and Limitations

While the mantra "this is marketing you can't be seen until you lead" offers a powerful framework, it is not without challenges.

Information Overload: Marketers risk being overwhelmed by data, potentially

1. leading to analysis paralysis. Efficient filtering and prioritization are necessary.

Privacy Concerns: Deep customer insights require data collection, which must be

2. balanced with ethical considerations and regulatory compliance.

Resource Intensiveness: Comprehensive learning and personalization can

3. demand significant time and investment, which may be difficult for smaller organizations.

Nevertheless, these obstacles highlight the importance of strategic planning and responsible practices rather than undermining the core philosophy.

Comparative Insights: Traditional vs. Learning-Based Marketing

In traditional marketing models, large-scale campaigns aimed at broad audiences often rely on mass media channels. Visibility was achieved through repetition and reach, with less emphasis on audience nuance. In contrast, the learning-based marketing approach advocated by Godin focuses on precision, empathy, and authenticity.

A 2023 survey by HubSpot found that companies adopting customer-centric, learning-driven strategies experienced a 30% higher engagement rate and 25% greater customer retention compared to those using broad, generic campaigns. This data underscores the tangible benefits of embracing learning as the foundation for visibility.

The Role of Storytelling

Storytelling is a vital technique within this framework. Stories humanize brands and make complex ideas relatable. They serve as vehicles for demonstrating that a company understands its audience deeply. When marketers learn what narratives resonate, they can craft stories that naturally elevate brand visibility.

Final Reflections on Visibility Through Learning

The phrase "this is marketing you can't be seen until you learn" is more than a catchy slogan—it reflects a paradigm shift in how marketing effectiveness is measured and achieved. In a world saturated with messages and choices, the brands that prioritize learning about their audience rise above the noise. They create visibility not by shouting but by listening, understanding, and responding authentically.

As marketers continue to navigate an ever-changing landscape, embracing this philosophy will likely remain a fundamental strategy for building meaningful connections and sustainable growth. The journey to being truly seen begins with the willingness to learn?and in that process lies the future of marketing itself.

marketing strategies, branding, visibility in marketing, marketing principles, Seth Godin marketing, marketing tips, e?ective marketing, marketing communication, marketing lessons, marketing book

To This Day

To This Day: Exploring the Meaning, Usage, and Cultural Significance

Introduction

To this day is a phrase that permeates languages and cultures worldwide, often used to emphasize the persistence or ongoing relevance of a particular fact, tradition, or situation. Its power lies in conveying continuity over time, bridging past, present, and sometimes even the future. Whether in everyday conversations, literature, or media, the phrase captures the essence of longevity and enduring significance. In this comprehensive article, we will explore the origins of "to this day," its various usages, cultural implications, and how it shapes our understanding of history and tradition.

What Does "To This Day" Mean?

Definition and Basic Usage

"To this day" is an idiomatic expression indicating that something continues to be true or relevant at the present moment, despite the passage of time. It emphasizes the ongoing existence or relevance of a fact, event, or tradition from the past up until now.

Examples:

- He still remembers that incident to this day.
- The tradition has been maintained to this day.
- To this day, no one has solved the mystery.

Synonyms and Related Phrases

While "to this day" is quite specific, it shares similarities with other expressions that signify continuity:

- Even now
- Still today
- Up to this point
- As of now
- Continuously

Understanding these nuances helps in choosing the appropriate phrase depending on context.

Historical Origins of "To This Day"

Etymology and Evolution

The phrase "to this day" has roots in older forms of English, with usages dating back several centuries. Its earliest appearances can be traced to Middle English, where similar constructions were used to indicate the ongoing relevance of a statement.

- Old English Origins: The phrase shares similarities with expressions like "to this tide," which also indicated ongoing relevance or something that persisted over time.
- Literary Usage: Writers such as William Shakespeare and later poets often employed variations of the phrase to emphasize enduring qualities or states.

Cultural and Literary Significance

Throughout history, the phrase has been used to:

- Highlight the persistence of cultural traditions.
- Emphasize the lasting impact of historical events.
- Convey emotional resonance about memories or experiences.

How "To This Day" Is Used in Different Contexts

- In Personal Narratives and Anecdotes

People often use "to this day" to share personal stories that have left a lasting impression.

Examples:

- I still get nervous before public speaking, to this day.
- That holiday trip remains my favorite memory to this day.

- In Literature and Poetry

Authors and poets utilize the phrase to evoke a sense of timelessness.

Example:

> "The legend has persisted, to this day, whispering through generations."

- In Media and Popular Culture

Movies, TV shows, and songs frequently reference "to this day" to emphasize enduring themes or emotions.

- "To this day, I wonder what might have been."
- Song lyrics often include the phrase to convey lingering feelings.

- In Historical and Cultural Discourse

Historians and cultural commentators use the phrase to stress the lasting influence of events or traditions.

Examples:

- The conflict has shaped the nation, to this day.
- The festival has been celebrated annually, to this day.

Significance of "To This Day" in Cultural Traditions

Preserving Heritage and Identity

Many cultures use "to this day" to highlight the endurance of customs, rituals, and beliefs:

- Religious Practices: Many religious festivals are celebrated "to this day," emphasizing their ongoing importance.
- Traditional Arts and Crafts: Certain artisanal techniques are preserved "to this day," symbolizing cultural resilience.
- Festivals and Celebrations: Examples include national holidays or indigenous ceremonies still observed "to this day."

Examples of Cultural Continuity

- Japanese Tea Ceremony: Practiced "to this day" as a symbol of tradition.
- Mexican Día de los Muertos: Celebrated annually "to this day," honoring ancestors.
- African Tribal Rituals: Many rituals have persisted "to this day," maintaining cultural identity.

The Role of "To This Day" in Historical Narratives

Emphasizing Enduring Impact

Historians often use "to this day" to underscore the lasting influence of certain events or figures.

Examples:

- The Magna Carta still influences legal systems to this day.
- The Renaissance's impact on art and thought persists to this day.

Connecting Past and Present

The phrase acts as a bridge, reminding us that history's lessons and legacies continue to shape our current world.

The Psychological and Emotional Dimensions

Nostalgia and Reflection

Using "to this day" often evokes feelings of nostalgia, pride, or reflection about the past.

Examples:

- Despite the years, I hold onto that memory to this day.
- The values instilled by my parents remain with me to this day.

Conveying Resilience and Endurance

It also symbolizes resilience, highlighting how certain qualities or situations withstand the test of time.

Practical Tips for Using "To This Day" Effectively

- Use for Emphasis

Employ "to this day" when you want to underscore the ongoing relevance of something.

Example:

This tradition has been kept alive, to this day.

- Pair with Specific Details

Enhance clarity by pairing the phrase with concrete details.

Example:

The old oak tree has stood here for over a century, to this day.

- Combine with Personal or Cultural Significance

Make your statements more impactful by connecting them to personal stories or cultural values.

Common Mistakes and Misconceptions

Overuse of the Phrase

While powerful, overusing "to this day" can diminish its impact. Use it judiciously to highlight genuine continuity.

Confusing with Similar Phrases

Ensure clarity by not confusing "to this day" with similar expressions like "even now" or "still."

Conclusion

"To this day" is more than just a phrase; it encapsulates the enduring nature of human experiences, traditions, and histories. Its usage underscores the resilience of cultures, the persistence of memories, and the lasting impact of events that shape our world. Understanding its origins, applications, and emotional resonance enriches our appreciation for how language captures the passage of time and the continuity of human life. Whether in personal stories, cultural practices, or historical narratives, "to this day" serves as a powerful reminder that many things remain steadfast, long after they first began.

Final Thoughts

Embracing the phrase "to this day" invites us to reflect on what has endured in our lives and societies. It prompts us to honor our histories, cherish traditions, and recognize the resilience that sustains us through generations. As language continues to evolve, the phrase remains a timeless testament to the enduring human spirit.

Keywords: to this day, meaning, usage, cultural significance, historical context, traditions, persistence, nostalgia, continuity, language, history

To This Day: Tracing the Meaning, Origins, and Cultural Significance

To this day is a phrase that resonates deeply within our language, history, and cultural expressions. Whether used to emphasize the persistence of a tradition, the enduring impact of an event, or the ongoing relevance of a statement, to this day encapsulates a sense of continuity and the passage of time. But what exactly does this phrase mean? How has it evolved, and why does it hold such significance across different contexts? In this comprehensive analysis, we will explore the origins of to this day, its various uses, and its role in shaping storytelling, history, and cultural identity.

The Meaning of "To This Day"

At its core, to this day functions as an adverbial phrase that signals the persistence or ongoing relevance of something from the past into the present. It suggests that despite the passage of time, a particular fact, belief, or situation remains unchanged or continues to influence the current moment.

Common Uses of "To This Day"

- Emphasizing Historical Persistence: Highlighting how a historical event or tradition continues to influence or be remembered today.
- Expressing Personal or Cultural Legacy: Demonstrating how past practices, beliefs, or experiences shape current behaviors or societal norms.
- Contrasting Past and Present: Showing that despite changes, some aspects remain constant.

Examples in Context

- "To this day, the ancient city remains a hub of archaeological interest."
- "He still remembers that day vividly, to this day."
- "The tradition has been passed down, to this day, among the community."

The Origins of "To This Day"

Understanding the origins of to this day requires a look into the evolution of the English language and its usage in literature and speech.

Historical Roots

- The phrase has roots in early modern English, with similar constructs appearing in literature from the 16th and 17th centuries.
- It likely evolved from older expressions emphasizing time and persistence, such as "unto this day" or "even to this day."
- The phrase's structure aligns with poetic and rhetorical styles that emphasize continuity.

Literary Usage Through the Ages

- William Shakespeare and other Renaissance writers employed similar phrases to underscore enduring themes.
- In biblical translations and religious texts, phrases akin to to this day often appeared to

emphasize divine or eternal truths.

- Over time, the phrase became a common idiomatic expression in colloquial speech and written language.

Cultural Significance and Variations

To this day holds a prominent place not just in English literature but also across cultures and languages. Its usage underscores a universal human experience: the recognition of history's lasting impact.

Cultural Significance

- Memory and Heritage: The phrase often appears in storytelling, emphasizing how memories or traditions persist.
- Historical Reflection: It invites reflection on what has endured through time, fostering a sense of continuity.
- Identity and Community: It reinforces shared history, strengthening cultural or communal bonds.

Variations and Similar Expressions

While to this day is widely used in English, many languages have equivalents that serve similar functions:

- French: Jusqu'à ce jour (Until this day)
- Spanish: Hasta este día (Until this day)
- German: Bis heute (Until today)
- Japanese: ?????? (Ima ni itaru made ? up to now)

These variations highlight the universal nature of the concept: acknowledging that some aspects of the past remain relevant today.

The Role of "To This Day" in Literature and Media

To this day is a powerful literary device, often used to evoke nostalgia, emphasize resilience, or underscore the persistence of truth.

In Literature

Authors frequently employ the phrase to:

- Highlight Cultural Endurance: Demonstrate how traditions withstand the test of time.
- Create Dramatic Tension: Juxtapose past events with current realities.
- Express Personal Reflection: Convey the lasting impact of experiences.

In Media and Popular Culture

- Used in speeches, documentaries, and storytelling to evoke a sense of historical continuity.
- Often appears in headlines or quotes to draw attention to ongoing issues or enduring legacies.

The Psychological and Social Impact

The phrase to this day also has a psychological dimension, reinforcing the idea that certain truths or realities are unchanging and eternal.

Psychological Impact

- Reinforces a sense of stability and tradition.
- Encourages collective memory and identity.
- Serves as a reminder of resilience and endurance.

Social Impact

- Used to honor ancestors, traditions, or historical milestones.
- Acts as a rhetorical device to inspire continuity and perseverance.

Practical Guide to Using "To This Day" Effectively

If you want to incorporate to this day into your writing or speech, consider these tips:

- Use for Emphasis

Place to this day where you want to highlight the ongoing relevance or persistence of a fact or tradition.

Example:

"The legend of the mountain has persisted, to this day, inspiring climbers from around the world."

- Pair with Specific Details

Enhance clarity by pairing to this day with specific information about what endures.

Example:

"The ancient manuscript remains in pristine condition, to this day, despite the centuries that have passed."

- Maintain Appropriate Tone

Because the phrase often carries a reflective or serious tone, use it in contexts that suit this mood.

Conclusion: The Enduring Power of "To This Day"

To this day encapsulates a profound human tendency: the desire to remember, preserve, and acknowledge the enduring influence of the past. Whether in literature, speech, or everyday conversation, it serves as a bridge connecting history with the present, reminding us that many aspects of our cultural, personal, and collective identity remain unaltered through the ages. Its versatility and emotional resonance make it a timeless expression, capturing the essence of continuity amidst change.

As you reflect on the phrase to this day, consider its power to evoke nostalgia, pride, and resilience. It is not just a linguistic construct but a testament to the enduring nature of memory and tradition—a reminder that some truths, stories, and values persist, to this day, shaping who we are and who we aspire to be.

Question What does the phrase 'to this day' mean? The phrase 'to this day' means up until the present moment or continuing from a past point up to now. How is 'to this day' commonly used in sentences? It's used to emphasize that something has remained true or unchanged from a past time until now, e.g., 'He still remembers that event to this day.' Are there popular songs or media titled 'To This Day'? Yes, for example, Shane Koyczan's poem and subsequent video titled 'To This Day' gained widespread popularity, highlighting childhood bullying and its lasting effects. Can 'to this day' be used in formal writing? Yes, it can be used to emphasize ongoing relevance or persistence in both formal and informal contexts. What are some common synonyms for 'to this day'? Synonyms include 'up to now,' 'even now,' 'as of today,' and 'still.' Is 'to this day' often associated with personal stories or historical events? Yes, it's frequently used when recounting personal memories or historical events that continue to have significance. Has the use of 'to this day' increased in recent years? While its usage remains steady, it's often found in storytelling, social media, and content emphasizing lasting impact or memories. How can I effectively incorporate 'to

this day' into my writing? Use it to highlight the ongoing relevance of a fact or experience, often at the beginning or end of a sentence for emphasis. Are there cultural or idiomatic variations of 'to this day'? Similar expressions include 'even to this day,' 'to this very day,' and 'to this present day,' which convey the same idea. What is the significance of 'to this day' in storytelling? It emphasizes the lasting impact of events or emotions, making stories more poignant and relatable by connecting past and present.

Related keywords: still, until now, up to now, even now, so far, as yet, to this extent, up to this point, presently, currently

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