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Rethinking Digital Trend: An Approach to Understanding Business Practices: A Systematic Literature Review Qualitative

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Abstract---*There are many ways for a business to make new deals on business practices, customer image, staff experience, and internal innovation that win over its core objectives. The use of digital technology is one way of creating brands, production processes, marketing, and advertisements, especially digital applications, which are now increasingly trendy, which distinguishes the way businesses move in the classic era that can change their business with simple technology. This paper was going to identify digital trends in understanding business practices. For that, we collected data by searching online and then analyzing the data through a coding system, in-depth evaluation, interpretation under a phenomenology approach so that the data is accurate, valid, and trustworthy. Finally, we get the results, among others, by following trends; we will play the right way according to the latest trends to make it faster and easier to connect with the audience. That way, our business can also develop into a more productive and dynamic direction.*

Keywords---*business practice, cutting-edge technology, digital trends, systematic review.*

Introduction

Now is a time when changes occur in all sectors of life (Tidd & Bessant, 2020). Starting from home, everything depends on technology, from managing payments and bills for all bills such as telephone bills, internet, pay-TV, electricity bills, water to state companies, education. In essence, almost all matters, both at home and on business premises, utilize technology such as internet banking to be involved with digital technology. We cannot deny the importance of data innovation in human life and business. Information technology has become a part of it. Important of every approach and strategy that can be carried out in business practically almost all organizations, both large and small, use digital technology, as one way that is expected to provide increased convenience to profitable business practices (Vecchiato & Roveda, 2010; Manullang et al., 2021; Saragih et al., 2020).

Digital innovation has been widely used to help business steps in organizations, both in the monetary and banking sectors (Morabito, 2017; Ginting et al., 2021; Sari, 2019). With the presence of e-business applications and administration, web-based business, e-banking, and others. Time and cost-effective requirements make every financial manager want to implement data innovation in the workplace. The use of information technology causes changes in work tendencies—for example, the implementation of enterprising resource planning (Monk & Wagner, 2012).

In the business world, a piece of Information Technology is utilized for electronic trade, known as E-Commerce (web business) or electronic trade (Iyamu, 2011; Sholahuddin et al., 2021). An online business is a trade utilizing a web correspondence association. Web business is critical for e-business, where the scope of electronic business is broader, for exchanging and joining collaboration with associates, customer support, open positions, and others. Notwithstanding the www network advancement, online organizations additionally need a database or information assortment development (informational index), email or electronic mail (email), and different sorts of non-PC advancements, for example, item conveyance systems and installment instruments for email (Iyamu, 2011).

Improve listening skills. For certain businesses, email is the primary means of communication between employees, vendors, and customers (Fairweather, 2017; Sangadji et al., 2020). The email was one of the first Internet

drivers. As compared to faxing information, it is easy to use and usually less costly. Various other specialized apparatuses have also evolved throughout the long term, permitting staff to speak with one another utilizing talk frameworks and web-based gathering devices with video conferencing frameworks, such as online classes, Voice over web convention, and numerous others (Aguilera & Muench, 2012). They are providing Knowledge and Sources of Information. They need a single tick through the web, and all the data is promptly accessible before eyes (Ardanuy, 2012; Sulasih et al., 2021). The more information they get about the business, the more built up the business is overseeing. What is more, they can discover data identified with the rivals without much of a stretch.

In like manner, in data the executives nowadays, different associations do not need a line of document coordinators containing association records because of an informational collection (Rosacker & Rosacker, 2010). Today, most associations store progressed transformations of reports on laborers and limit devices. These chronicles become promptly available to everyone in the association, paying little notice to their geographic region. Associations can store and keep up many chronicled data monetarily, and laborers can straightforwardly concede to the records they need (Dahlstrom & Bichsel, 2014).

The Executives Data System. Taking care of data is simply helpful if the data can be used reasonably. Reformist associations use that data as a component of the fundamental orchestrating measure similar to the actual execution of that philosophy. The board of Information Systems (MIS) grants associations to follow bargains data, costs, and productivity levels. This information can be used to follow advantage as time goes on, help benefit from theory, and perceive domains for advancement. Bosses can follow bargains reliably, allowing them to react rapidly to lower-than-expected numbers by growing specialist benefits or diminishing things costs.

Relationship management

IT is being used by businesses to change the way they organize and manage customer relationships. Client relationship management is a system that can capture each organization's relationship with customers, ensuring that sequential client knowledge is available anytime it is needed similar to an information record. One model is a client reaching the call community since he has an issue regarding the conveyance data he requested (Sen & Sinha, 2011). With this organization, staff can quickly tell clients' whereabouts requested things since all cooperations are put away in the CRM framework. Clients additionally quiet down because they get fulfilling administration. This gives advantages to the organization with the goal that it can additionally improve execution on efficiency.

Long-hour business action with the improvement of data innovation is beneficial for money managers to complete purchasing and selling exercises for 24 hours, dissimilar to independent stores where all exercises are highly restricted by reality. Alongside the fast improvement of science and innovation, IT players are beginning to exploit these advances forcefully. Especially in Information Technology, IT entertainers can think that it is more straightforward in all their organizations. The business world is profound, where there is a great deal of rivalry to continue to develop. It takes inventiveness, ingenuity, and progress information to contend in it. Given the numerous capacities that data innovation infers, unmistakably, we will genuinely require them (Ata & Toker, 2012).

Building a business in the computerized time has its difficulties. Be that as it may, if they start it right, the remainder of the cycle will be more straightforward. How to? Everything begins with a thought. It is conceivable that they will want to accomplish the best outcomes because they can track down the privileged computerized business thought and construct it in the correct advances. At that point, what are the promising advanced period organizations in 2021? The choices are perpetual. However, they do not have to do their exploration. In this article, we have that covered for them. In any case, before talking about it further, we should initially realize what advanced business truly is and what its benefits are.

Understanding digital business

Advanced business is a sort of administration business that exploits mechanical refinement while making an item or promoting it (Bharadwaj et al., 2013). Dissimilar to what we recently comprehended, advanced business is not simply identified with the offer of unavailable items, like PC programming. Computerized business is likewise not just about actual items bundled in advanced structure, for example, digital books (electronic books). More than that, a wide range of organizations that sell their items on the web, regardless of whether utilizing sites or applications, are remembered for the domain of computerized business. Internet business is one model. Computerized business items can be products or administrations. For instance, if they can give self-advancement inspiration, they can turn into a fruitful online helper. These abilities can be at the center of their advanced business.

Succeed in business using technology; there are five essential traits successful entrepreneurs that managers need to have. There are numerous instances of progressive organizations that have demonstrated to have the option to produce a tempting turnover. One model, they are the figure behind the accomplishment of business com, a site that offers online greeting creation administrations (Remane et al., 2017). They thought it was genuinely innovative, beginning from the craving to diminish the utilization of greeting paper, which was eventually squandered, they constructed his business without any preparation. How do individuals consider this business? Generally excellent! Up to this point, the quantity of solicitations that have been sent has arrived at 190 thousand. We can take that anybody can enter the computerized business, and their business openings are still totally open. Candidate business people could simply be the following achievement figure.

Online store

Building an online store is making a site or stage as a method for online item buy exchanges. Because of the enormous capability of the online business in Indonesia, selling on the web is extraordinary compared to other computerized business thoughts. They may quickly envision an online business stage like Tokopedia, isn't that so? They are not off-base. In any case, there is one thing they need to recall: assembling their online store is a shrewd decision. What are the benefits? In the first place, online shops will stick out—both as far as marking and client trust. They can unreservedly change how the item will be shown. What is more, the capacity to deal with an online store well shows an accomplished sales rep. This impression can not seem when joining the commercial center.

Second, they are autonomous of the other party. By having their online store, they have unlimited oversight to tackle any issues that may emerge. Aside from that, they can likewise develop their business as per what they have arranged. Third, setting up their online store is simple. With no programming abilities, they can make an expert online shop. There are many substances in the executive's stages utilizing WordPress facilitating that make it simple to make sites in any event, for novices. If they need to discover more about making an online store site, this partner promoting aide will want to help the businesses.

Affiliate business

Affiliation is the activity of marketing other people's belongings in exchange for a commission. In short, how connection works are isolated into three sections. To begin with, they register for an offshoot program and afterward get a reference code or special connection. Second, you market the item utilizing the site or online media. Third, when a purchaser utilizes the code their give or follows the connection they recommended, they will get a portion of the income. If they seek after this computerized business well, they can make progress actually like Hadi Hartono and Pat Flynn. Pat Flynn refers to the pay from his computerized business that has reached \$ 2 million on his site. Uncommon! There are heaps of offshoot programs that can join Amazon Affiliate, which offers worldwide items to worldwide clients. Niagahoster itself has an associate program that can get familiar with within this guide.

Become a Youtuber

What amount of pay would they be able to get by turning into a YouTuber? Rp. 43 billion per year! Indeed, they heard that right. Ria Rice is the name of the YouTuber with this pay. His perseverance in introducing intriguing substance on his YouTub account causes him to have up to 17 million supporters. Dealing with a YouTube account with an assortment of remarkable substances can end up being an excellent advanced business. One thing that is intriguing about YouTube is that everybody has an equal chance to make progress. They just need to consider what their aptitude is and intriguing to be utilized as substance. Where do they get their pay? It tends to be from publicizing or from paid surveys that they do. Additionally, Read: How to Get Money from Youtube.

Dropship business

Outsourcing is an advanced business that permits the sale of an item without considering stockroom and transportation. In this way, they need to depend on their selling capacity. This is the thing that recognizes outsource from an affiliate the most. What is more, outsourcing is likewise not the same as an association. In the associate business, their responsibility is to be an advertiser who offers an item; in the outsourcing industry, they sell the thing and get cash from purchasers. Outsourcing business benefits come from the contrast between the cash they get from the purchaser and the measure of cash payments to the maker of the products. Perhaps the most remarkable thing

about outsourcing is that the maker is accountable for conveying merchandise to shoppers. Put it plainly, the drop shipper goes about as a contact among vendors and purchasers of products. The explanation outsourcing can be an appealing computerized business is to begin without capital and choose for themselves what items they need to sell.

Famous blogger

Know the figure of Raditya Dika, a book essayist and film player. His fruitful excursion started by composing on his blog page at that point: goatjantan.com. On the off chance, as of now, have a blog and ensure they have an intriguing substance that can draw in guests. If not, they can make it first by following the total manual for making this blog. The subsequent stage they need to do is make their blog a kind of revenue. How? They can lease the (space) on your blog for publicizing, as did the acclaimed blogger. On the off chance that they are reluctant to publish content to a computerized blog business, these bloggers' examples of overcoming adversity may rouse.

Instagram influencer

If they are an Instagram client with countless supporters, turning into an influencer can be a promising chance. We should investigate the figure of Magdalene. He determinedly makes content on Instagram while tasting food at a café. The method of conveyance is appealing, and the decision of very spicy food makes many individuals intrigued. Therefore, the number of devotees arrived at 1.4 million clients. In the beginning phases, they need to zero in on the nature of the substance they produce. On the off chance that the quantity of the adherents expands, there might be offers of collaboration from parties either by posting item ads or leading paid surveys.

Digital content

Do they have composing abilities? With these abilities, they can rake in tons of cash in the present advanced period. Bunches of sites will pay for quality composition. For the worldwide level utilizing English, alternatives incorporate WritersWeekly. For Indonesia, news gateways, for example, BaBe, offer a comparative chance. Nonetheless, if they have a blog with enough guests, they can offer their skills on that blog. The more appealing the blog is, the almost certain work offers to compose substance will be advertised.

Web-based education

Advances in data innovation have arrived at the universe of training. Already, they needed to go to a course to acquire new information. In this advanced period, online courses have become a wonder. On the business side, this is an incredible open door. For those of them who have showing abilities, this advanced business merits attempting. Different stages offer freedoms to acquire pay by instructing on the web like Udemy. Nonetheless, they can construct an online course. To do this, it can construct a site that is upheld by a coordinated learning framework or otherwise called an LMS (Learning Management System). If it uses WordPress, numerous devices can assist them with making an online course site.

Web development

On the off chance that they are an engineer, making appealing sites can be a viable advanced business was essential. Presently the requirement for sites is expanding, both for government organizations, organizations, and people. Even though there are numerous approaches to making a site effectively, for more mind-boggling customizations, it requires progressed programming abilities that lone a web designer has. Other than potential, this business permits them to telecommute or from any spot they like. They can exploit different stages for consultants like Freelancers. However, preferably, it can utilize the blog as a method for offering these administrations. They are upheld by an arrangement of the consequences of the work, so the planned customers are significantly more intrigued.

Mobile application

Make a versatile application as of now, the quantity of versatile clients in Indonesia arrives at 350 million. What a stock market! If they have the aptitude to make versatile applications, regardless of whether for the Android or Apple stages, they can seek after this advanced business. Build up the abilities, so they can make applications that are

answers for some individuals like Gojek. The tips, study the market's capability and discover holes of the market, which is the domain of business that has not been chipped away by anybody. If they are quick to enter the field, they will have the chance to get a huge business opportunity. They can attempt to seek after AdMob on the off chance that they are keen on the versatile application business. If it is not too much trouble, get familiar with the total AdMob Guidelines.

Digital products business

An advanced item is an item that has no actual structure and is sold on the web. Instances of computerized items incorporate digital books, recordings, sounds. On the off chance that they have extraordinary melodic abilities and can create a quality tune, they can sell the work. Sites that can help them sell their music online incorporate TuneCore's and long casts. Alternatively, on the other hand, in case they are a book author, they can sell the digital book on Amazon or Apple Book. They can, without much of a stretch, sell these advanced items on their site. Notwithstanding no requirement for income sharing, They are allowed to decide the plan of action, rates, and how to advance it.

Web advisor

Website design enhancement (Search Engine Optimization) works to get the best situation in web crawlers. For a site, particularly for business purposes, the job of SEO is vital. The main explanation, nearly everybody depends on web search tools before purchasing an item. Likewise, SEO is additionally viable in bringing site guests at no expense, mainly from natural traffic. They can turn into an SEO specialist to assist the customer's site with ruling the web crawlers on the off chance that they ace great SEO strategies. Even though there are sufficient SEO specialists in Indonesia, the business openings are still totally open.

Become a podcaster

Web recordings are suitable substances that can be gotten to on the web and are on-request (on request). The podcaster is the individual who made the excellent substance. They can utilize different stages to evaluate the podcasting scene, including Anchor and Spotify. On the off chance that it can track down the correct specialty, it can simply make progress like Iqbal Hariadi with his Subjective channel. Try not to stress; making your digital broadcast channel is not troublesome. In case they are befuddled about where to begin, kindly follow our guide on digital recordings. Benefits of Digital Business. On the off chance that you are as yet reluctant to enter the universe of advanced business, here are a few benefits that you can mull over: Various decisions are anticipated that mechanical improvements will not stop even in the following not many years. This implies that there are as yet numerous advancements that can be created as business openings. They need to painstakingly notice market needs and make items that are required by society.

Wide Market Reach if they are in a computerized business run on the web, the portion of the overall industry will unquestionably be more extensive. This is because they can, in any case, maintain the business in any place for 24 hours. This relies upon the business they are in. Focus on the long haul. Web clients in Indonesia keep on expanding, contacting 171 million individuals in 2018. That is the motivation behind why numerous organizations are completing the computerized change to arrive at this incredible potential. Not just that, computerized business is likewise a push to fabricate an online personality with long-haul objectives. They know that it will fall behind on the off chance that they do not partake.

They are giving Convenience to Customers. During their bustling daily practice, a few groups might not have the opportunity to head off to someplace to purchase something. Advanced businesses can give answers to this issue. Indeed, advanced business offers clients more accommodation. For instance, it can purchase your #1 novel in mechanical structure on the web. Besides not trying to go to a book shop, it can open the cellphone to peruse the novel. Reasonable, isn't that so? Limitless Income Potential. This is the most significant. Computerized organizations showcased online have limitless procuring potential. Envision if the clients were from everywhere in the world. Their pay turnover will duplicate.

The fundamental things should be readied. Anyway, if the different benefits above make it intrigued by this kind of business, at that point, what do they have to plan? Choice of Potential Niche. A specialty is the particular sort of business they need to get into. Their premonition in seeing business sector openings additionally decides the specialty they pick. A few specialties can produce more substantial benefits than others. Be that as it may, they can

likewise begin from inside themselves, which is identified with the abilities they have. For instance, if they appreciate tasting an assortment of delightful food sources, food surveys may be their specialty.

Time to Develop/ They may have heard the saying, "The city of Rome was not fabricated for the time being," correct? In business, this is additionally obvious. A portion of the advanced business thoughts they are grappling with may not show about the primary week. Their understanding is the key. Additionally, consider the time venture they have placed in with the potential returns they will get. Have an appealing site. Advanced business thoughts require a site that pulls in guests yet also produces deal exchanges. To assemble a site, they need to lease, facilitating, and purchase a space as per the kind of business. In the wake of having a site, they will want to enter the computerized business for the long haul with more certainty. Which is their digital business? Advanced business is a business that is as yet potential.

We have additionally introduced a wide determination of business thoughts for thought. They can track down their own business. The key is to decide on a business that accommodates its capacities and has excellent business possibilities. Ideally, this article can help them in settling on their choice, all right? We should begin with the initial steps to construct its business. Accomplishment for them! Buy in Now. Get an assortment of instructional exercise articles, bits of knowledge, and fascinating tips about the online world straightforwardly through email. Buy in now and have accomplishments with us!.

Method

This study was intended to rethinking the technological trend in business practices. The businessmen are constantly studying the arrangements and innovations in business strategy, client service, staff training, and target enhancement in line with their primary business goals for savvy business people. Opportunities and challenges from digital technology innovation are one of the approaches in brand-making innovation, production creation services, creative promotion, and advertising innovation, especially high-tech applications, which are currently increasingly stylish, recognizing how organizations move exemplary that can change business them with essential innovations. We carry out this paper to identify continued patterns of digital trends in understanding strategic business practices. For this reason, we searched the literature on the website. We then dissected the data utilizing coding, critical assessment, interpretation with a phenomenological approach so that these data were accurate, valid, and reliable for the authenticity of the findings. We follow the direction of qualitative experts (Reay, 2014; Boddy, 2016).

Result and Discussion

The first finding examining the trend of digital technology is Sosrowidigdo et al., (2021). They see the future phenomenon of human resources and digital trends in business practices in Indonesia through a review of the literature distributed by ERIC publications. Their review confirms that efforts to build boundaries for human business assets and public aid associations through increased digitization are appropriate progress. The invention became a contribution to financial managers, scholastics, and policymaking. We examined optional sources of information via Google's web index for two sources of information; Google Scholar and ERIC. The same theme was also studied by Achyanadia (2016), who emphasized the role of educational technology in improving the quality of human resources in the business world in Indonesia.

Furthermore, Li (2020), findings of a high-level shift in the direction of activity in business inventive efforts through a large construction and examples that emerge in the technology era were essential. This paper examines how recent advances work with improved strategy in imaginative endeavors. Investigations found that extraordinary developments had worked out with the inevitable change in-game plans. A basic example that emerges is the determination of different game plans as portfolios within one company. This paper adds to the businessperson's understanding of game plan speculation and how recent advances can enhance game plan contemplation. This is the same way, highlights three new subjects for future investigations that will form the basis for provisional arrangements for the progress of business activities. The theme of shifting business practices since the emergence of digital technology also came from Sri Adiningsih (2019), where she was interested in understanding the trend of digital-based economic transformation in Indonesia. This trend gives birth to new ways of engaging technology in business practices, the economic sector, and government policies in Indonesia.

The digital trend that has changed the business practice system is also traced by Schallmo et al., (2020). According to their review, changes to advanced action plans-best practices, empowerment agencies, and guidance are irreversible. They understand that computerized change is a well-known idea, but methodologies for digital trends organized from business action plans often erase the old ways business is lost in the dark. Papers offer a

reasonable meaning of digital trend models and organizational stages for businesses in the modern era. It also offers an example of the impact of HR empowerment/likewise, the findings of [Ghezzi & Cavallo \(2020\)](#), where efforts to improve business practice plans are fast in automated implementation characterized by the entry of digital. Even digital business startups are getting closer to a business with a goal. It can be used as an agile method for engaging business model innovation in digital entrepreneurship, say trained professionals. This assessment refers to specific checks relevant to the three stages of a new, mechanized organization. An assessment plan was developed to consolidate their cycle and methodology. This disclosure arises from an integrated construction that can reveal the relationship between business and consumers. A similar study was also conducted by [Slamet et al., \(2016\)](#). Who examined the development strategy of digital SMEs in the face of the free market era.

[Verma & Gustafsson \(2020\)](#), examines the exploration patterns of COVID-19 that arise in the business and executive fields of the bibliometric examination approach. They present the findings of a bibliometric investigation of COVID-19 writing in business and executive rooms. The inquiry into the distributed writing distinguished four basic exam subjects and 18 sub-topics. The findings and recommendations of this investigation suggest that COVID-19 will be the driver of several long- and short-term regulatory changes. The same is the case with [Dragičević & Bošnjak \(2019\)](#), findings regarding the fast approach in the digital period and business computerization. They also revealed that digital trends and business practices had become more accessible and more superior since technology penetrated the world ([Khanboubi et al., 2019](#); [Paritala et al., 2017](#)).

The lightweight technique of the digital trend is another methodology that uses a lightweight strategy to deliver designs that are adaptable, versatile to evolving consumer demands, and are flexible to change. Of late, there has been a change at the center, by and by and research, from individual and cyclical to innovation incorporation and application facilitation. This has led to the emergence of microservices and widespread interest in programming engineering and planning. The consequence of a targeted, efficient writing survey will assist scientists and specialists in a better understanding of what Agile Architecture is and what experts work. Examination means recognizing the latest things and practices adapted to the contemporary climate of computerization (versatility, circulation, complexity) and expanding the application, and increase the size of the advancement of agile programming. In line with the above, the technology and shift in business methods were also reviewed by [Permana et al. \(2019\)](#), where they studied how the culture of watching television in Indonesia has shifted from terrestrial to digital ([Aslan, 2020](#); [Putra et al., 2020](#); [Aslan, 2019](#); [Manullang, 2021](#)).

[Nussbaum-Beach & Hall \(2011\)](#), studied how to connect educators between teaching and learning in the digital era. It is a business relationship organization in the HR sector that can empower speculative goals and subsequent profits to be organized in an organized manner with the capacity of associations and the changes needed to ensure they know it. The bit of knowledge and meetings that emerged from this review provided a frame of reference for development associations and resource owners to explore profit recognition and change board cycles, the paper said. This can be used very well to ensure their interest in computerized innovation can react well to business drivers and create rewards. This research relies on the factual findings derived from nine tasks analyzing the benefits and benefits of using a computerized framework data model from design to resources from an executive's perspective. Similar studies are also easy to find, among others ([Brynjolfsson & McAfee, 2011](#)).

[Pagani & Pardo \(2017\)](#), researched the effect of advanced innovation on connections in a business organization. This paper the effect of digitalization on B2B trades. It offers to recognize three sorts of "digitalization" as per the idea of the most profoundly affected connection. Five instances of digitization in various modern areas and five organizations giving advanced arrangements delineate these three sorts. This typology gives an option to breaks down dependent on the idea of advanced frameworks utilized by B2C organizations. Furthermore, [Queiroz et al. \(2019\)](#), found that project industry 4.0 and advanced inventory network capacities: A structure for understanding digitalization difficulties and openings. Benchmarking. The examination distinguishes seven fundamental capacities that shape the DSCC system and six principle empowering influence advancements, gotten from 13 recommendations. The proposed structure can bring significant bits of knowledge for future exploration improvement, even though it has not been tried at this point. The examination distinguishes six key empowering influences for the system, which can be tried later on. It utilizes an account writing approach in light of the primary Industry 4.0 components, production network, and arising writing concerning DSC disturbances.

The latest findings come from [Heavin & Power \(2018\)](#), namely studying difficulties for computerized change - towards a calculated choice help directly for chiefs. The progressive change of associations is reached out as an answer for authoritative difficulties identified with proficiency and adequacy. This article is a portion of the typical issues confronting administrators. It proposes an advanced change choice to help direct supervisors. Chiefs might use this instrument to move from a specially appointed innovation-driven way to deal with a more deliberate coordinated methodology.

Conclusion

Finally, our literature review has addressed the problem of reconsidering digital trends to understand business practices in the modern era through systematic reviews of dozens of publications (Dantas & Rampes, 2000; Xu et al., 2017). All of the papers we reviewed confirmed that digital technology is indeed unstoppable in business practice in the advanced era if business people want to get their business goals, namely profit and sustainability. Digital trends are used in big and expensive businesses, but all business reasons have become a phenomenon that cannot be offered anymore and the spread of technology to all humans.

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