

# Postgraduate Certificate Personal Brand Development





## Postgraduate Certificate Personal Brand Development

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: university Graduates who have previously completed any of the degrees in the fields of Social, Administrative and Business Sciences. Marketing, and Corporate Communications

Website: [www.techtitute.com/pk/school-of-business/postgraduate-certificate/personal-brand-development](http://www.techtitute.com/pk/school-of-business/postgraduate-certificate/personal-brand-development)

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# 01

# Welcome

Building an organization's personal brand is essential to establish a solid image and differentiate itself from the competition in the business market. This process involves defining the purpose, identifying the target audience, creating a consistent brand image, communicating the company's values, and being consistent and authentic in all communications, among other things. Today, building personal branding is crucial for any company that wants to stand out and establish an emotional connection with its audience. Therefore, this Postgraduate Certificate is an excellent option for those professionals who seek to contribute to the improvement of the online and offline presence of companies. Thanks to the 100% online format, students have total flexibility to organize academic resources according to their needs.



Postgraduate Certificate in Personal Brand Development.  
TECH Technological University



“

*With this TECH program you will master the creation of a content plan, taking into account the interaction with your audience”*

02

# Why Study at TECH?

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



“

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

## At TECH Technological University



### Innovation

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

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



### The Highest Standards

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

**95%** | of TECH students successfully complete their studies



### Networking

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

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

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

**+500**

collaborative agreements with leading companies



### Talent

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

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



### Multicultural Context

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

TECH students represent more than 200 different nationalities.





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



### Analysis

---

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



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



### Economy of Scale

---

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



### Learn with the best

---

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

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

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

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



“

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

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

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

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

**02**

### Develop a strategic and global vision of the company

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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

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

**04**

### You will take on new responsibilities

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

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

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

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

06

### Thoroughly develop business projects

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

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

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

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

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

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This Postgraduate Certificate in Personal Brand Development offers professionals practical objectives to build solid and quality personal brands in companies of any sector. Thus, they will master the creation of valuable and viral content, identifying the best channels and techniques for its dissemination. This will allow them to establish strategies to dynamize personal identity by taking advantage of new technologies such as Artificial Intelligence. In this way, the specialist will be prepared to prevent and manage reputational crises, guiding companies towards success.



“

*Delve into the use of Artificial Intelligence tactics to build quality content”*

**TECH makes the goals of their students their own goals too.  
Working together to achieve them.**

The **Postgraduate Certificate in Personal Brand Development** will train the student to:

01

Develop valuable and high-impact content for our audience

02

Discern among the most suitable channels and techniques for the dissemination and virality of our messages

03

Create and curate content in order to conceptualize an annual dynamization plan based on our best competencies







04

Establish useful artificial intelligence tactics for building content

05

Analyze the different ways to monetize the personal brand

06

Being able to prevent a reputation crisis and how to manage it in the event it occurs

05

# Structure and Content

The Postgraduate Certificate in Personal Branding, designed by a highly specialized teaching team in the area, is structured in a high quality didactic module. Students acquire the knowledge and skills necessary to stand out in today's business environment, thanks to a comprehensive and updated vision of the most cutting-edge branding and communication concepts and tools. The Relearning pedagogical methodology and the 100% online format allow for personalized training adapted to the learning pace of each student, which ensures an enriching and applicable experience in the working world.



“

*Acquire the necessary skills to develop personal brands that meet the demands of the industry”*

## Syllabus

The Postgraduate objective of Certificate in Personal Brand Development is to provide students with the necessary skills to make effective decisions in the field of Corporate Communication. During the 150 hours of the course, it seeks to develop managerial competencies to improve professional performance in changing environments.

The content of the program is innovative, strategic and global, focused on the latest trends in Branding. Students will have the opportunity to work on real case studies, supported by the best educational methodology and a teaching team of exceptional quality.

The syllabus focuses on relevant topics such as the personal communication canvas, digital bibliography, content plan, personal marketing investment and Artificial Intelligence strategies applied to content, among others. Students will acquire skills and tools to create and manage an effective personal brand, as well as to solve critical situations in a creative and efficient way.

In Conclusions, the Postgraduate Certificate in Personal Brand Development offers comprehensive training in personal branding techniques and management skills to improve professional performance in a in constant change business environment. This program is delivered in a 100% online format and uses the Relearning methodology to offer professionals flexibility in the organization of academic resources in a personalized way.

This Postgraduate Certificate is developed over a period of 6 weeks and into 1 module:

### Module 1

Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques



### Where, When and How is it Taught?

TECH offers students the opportunity to take this Postgraduate Certificate in Personal Brand Development, entirely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

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

**Module 1. Personal Brand Development. Strategic selection of platforms, communication strategy and content plan. Copywriting techniques**

<p><b>1.1. Personal communication canvas I. Audience, message and medium</b></p> <p>1.1.1. Audience Background, demographics, obstacles, common objections</p> <p>1.1.2. Message Value proposition, Pitch, RRSS bio, about me, LinkedIn, personal story</p> <p>1.1.3. Medium: mass, professional, personal or hybrid networks, vertical networks</p>	<p><b>1.2. Communication Plan II. Ingredients and formats for a digital biography</b></p> <p>1.2.1. Choice of the personal brand name based on its uniqueness and strength</p> <p>1.2.2. Reformulation of a value proposition in a short title</p> <p>1.2.3. Definition of occupation, experience, hard skills and soft skills</p>	<p><b>1.3. Communication Plan III. The content plan: Creation</b></p> <p>1.3.1. Choice of sources, subscription models</p> <p>1.3.2. Establishment of categories and subcategories</p> <p>1.3.3. 800 words inspired by experiences and competencies</p>	<p><b>1.4. Communication Plan IV. The content plan: Curation</b></p> <p>1.4.1. Curation formats and content and content scheduling</p> <p>1.4.2. The moment of truth: publishing, commenting, interacting, connecting</p> <p>1.4.3. Control, iterate, test</p>
<p><b>1.5. Communication canvas V. Prescribers</b></p> <p>1.5.1. Satisfied customers, the best prescribers</p> <p>1.5.2. Family &amp; Friends: fellow students, colleagues at work</p> <p>1.5.3. Industry leaders, professional bodies, associations</p>	<p><b>1.6. Communication canvas VI. Investment in personal marketing, monetizationCommunication Plan VI</b></p> <p>1.6.1. Investment: time, subscriptions, legal, branding, paid media, variable costs</p> <p>1.6.2. Monetization: selling product, selling time (consulting, training, mentoring)</p> <p>1.6.3. Passive monetization: subscriptions, licenses, online courses, e-books, affiliate sales</p>	<p><b>1.7. Copywriting strategies: From concept to text</b></p> <p>1.7.1. Benefits versus features</p> <p>1.7.2. Social proof and Bandwagon effect</p> <p>1.7.3. Titles, messages, metaphors, verbs, and pacing</p>	<p><b>1.8. Artificial intelligence strategies applied to content, copywriting and image</b></p> <p>1.8.1. AI does not supplement, it complements. Strategy AI usage strategy</p> <p>1.8.2. Prompts to expand content</p> <p>1.8.3. Prompts for copywriting and use of images</p>
<p><b>1.9. The crisis Keys for conflict prevention and management</b></p> <p>1.9.1. Monitoring online presence</p> <p>1.9.2. Creation of action plan protocols</p> <p>1.9.3. Crisis management: speed, transparency and honesty</p>	<p><b>1.10. Management reputation</b></p> <p>1.10.1. Integrity and ethics: Values pillars of Reputation, Sustainability and CSR</p> <p>1.10.2. Effective communication: Assertiveness, empathy, recognition of mistakes, celebration of achievements</p> <p>1.10.3. Diagnosis and measurement of managerial reputation</p>		

**“** Study at your own pace and from anywhere with TECH's 100% online Postgraduate Certificate in Personal Branding”



# 06

# Methodology

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

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







“

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

## TECH Business School uses the Case Study to contextualize all content

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

“

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



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



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

## A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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



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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates and Graduates who have previously completed any of the following degrees in the field of Social, Administrative and Business Sciences, Marketing and Corporate Communication.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Postgraduate Certificate can also be taken by professionals who, being university graduates in any field, have two years of work experience in the field of Digital Marketing





“

*If you have experience in Corporate Communication and looking for an interesting improvement in your career, this is the program for you. Specialize in Personal Brands”*

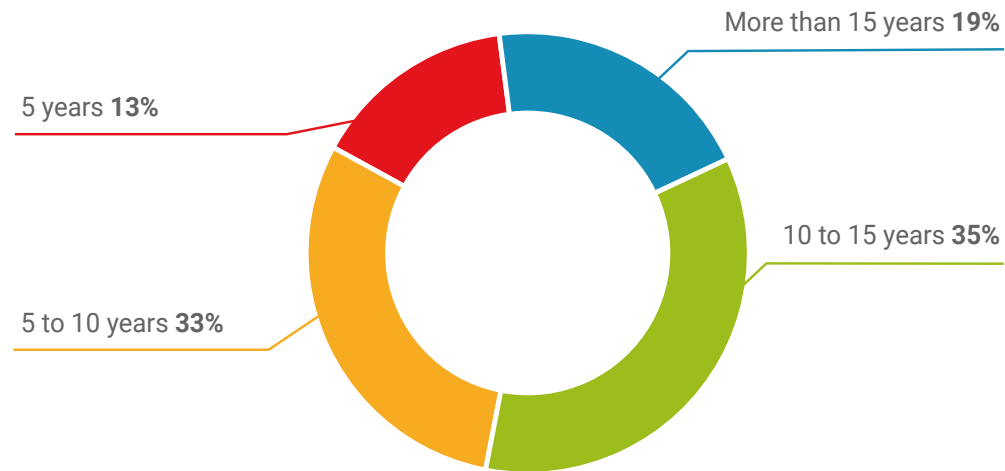
### Average Age

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

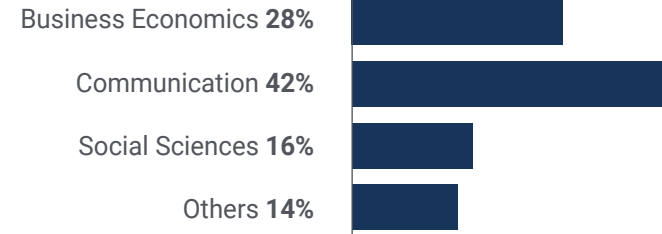
### Years of Experience

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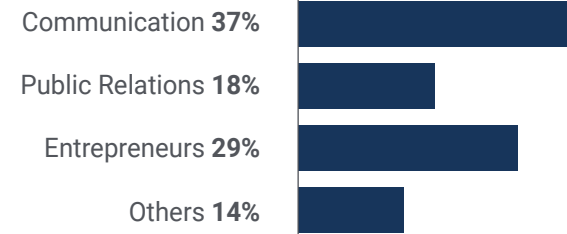
### Training

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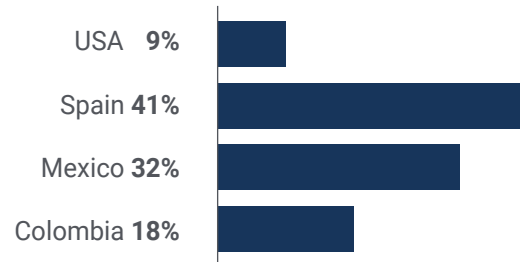
### Educational Profile

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## Geographical Distribution

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## Nicolás Cabrera

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Personal Branding Consultant

*"Thanks to the Postgraduate Certificate in Personal Branding, I have been able to stand out in my professional field. I have learned the latest trends and techniques in Branding and Corporate Communication, which has allowed me to make more effective decisions and improve my work performance. I recommend this course to all those who are looking to stand out in today's market"*

08

# Course Management

TECH has carefully selected the teaching team of this Postgraduate Certificate program, which includes professionals with extensive experience in areas such as Marketing, Communication and Digital Strategy. They have a solid academic training and vast practical experience in different sectors. In addition, thanks to their constant updating in the latest trends and tools, they offer the student a personalized teaching to achieve their professional goals in the field of personal branding.



“

*Master aspects such as Sustainability, Corporate Social Responsibility and Ethics applied to Personal Branding with the best teaching team”*

## Management



### Ms. Vázquez Viaño, Laura María

- ♦ Director of Marketing and Digital Strategy at Torres y Carrera
- ♦ Client Services Director and Chief Marketing Officer at Roi Scroll
- ♦ Head of Social Media and Digital PR at Havas
- ♦ Senior Communications and Social Media Consultant at Best Relations
- ♦ Junior Account Executive Advertising and PR - Noa Nogueira
- ♦ Lecturer at Universidad Europea Miguel de Cervantes
- ♦ Lecturer at Escuela Internacional de Marketing
- ♦ Teacher in Miguel de Cervantes European University
- ♦ Lecturer at IEBS
- ♦ Degree in Advertising and Public Relations. Double Extraordinary End of Degree Award of the Xunta de Galicia and the University of Vigo
- ♦ Postgraduate degree in Search and Social Media Marketing from the University of Barcelona



## Professors

### Mr. Recolons Argenter, Guillem

- ◆ Brand Director at Omnia Marketing
- ◆ Consultant and partner at Integra Personal Branding  
Director and partner at Soymimarca
- ◆ Director and Personal Communication
- ◆ Consultant at Lateral Consulting
- ◆ General Manager at Altraforma
- ◆ Deputy Director and New Business Director at Saatchi & Saatchi Advertising
- ◆ Lecturer in Political Personal Branding at the Univesritat Ramon Llul
- ◆ Lecturer of Personal Branding at Universitat Pompeu Fabra
- ◆ Master in Marketing ESMA
- ◆ Publicist by the Colegio del Marketing y Comunicación de Cataluña  
(Marketing and Communication College of Catalonia)
- ◆ Graduate in Humanities UOC by Universitat Oberta de Catalunya

09

# Impact on Your Career

This Postgraduate Certificate has a significant impact on the careers of industry professionals, as it provides essential skills and tools to stand out in an increasingly competitive market. The knowledge acquired through this program allows the student to create and manage the personal brands of any company in an effectively, which translates into greater career opportunities. In addition, the development of managerial and strategic competencies in changing environments is an added value that allows the student to stand out and lead successful teams.





“

*After completing this Postgraduate Certificate you will be able to implement effective communication tactics that will promote your company's Personal Brand”*

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

The Postgraduate Certificate in Personal Brand Development of TECH is an intensive program that prepares you to face challenges and business decisions in the Digital Marketing field. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

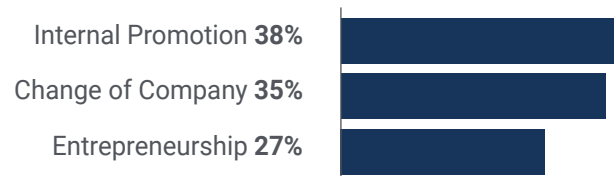
*Develop critical skills to detect when a company does not have an efficient personal brand thanks to this Postgraduate Certificate from TECH.*

*Update your professional career and acquire innovative skills in the creation of personal brand building strategies.*

#### Time of Change



#### Type of Change



## Salary Increase

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This program represents a salary increase of more than **23%** for our students



10

# Benefits for Your Company

Having specialists who have completed the Postgraduate Certificate in Personal Brand Development is a great advantage for companies. These professionals have the necessary skills and knowledge to develop effective branding and communication strategies, which allows them to improve the perception and reputation of the brand. In addition, with a solid background in leadership and business management, these specialists can contribute significantly to the success and growth of the organization. In short, having Personal Branding experts in the company's staff can mean a key competitive advantage to stand out in today's market.



“

*Take your career to the highest level with this 100% online Postgraduate Certificate in Personal Brands from TECH”*

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

01

### **Growth of talent and intellectual capital**

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

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02

### **Retaining high-potential executives to avoid talent drain**

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

03

### **Building agents of change**

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

---

04

### **Increased international expansion possibilities**

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



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Certificate in Personal Brand Development guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





“

*Complete successfully this program and receive your university degree without the hassle of travel or paperwork”*

This **Postgraduate Certificate in Personal Brand Development** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Certificate in Personal Brand Development**

Official N° of Hours: **150 h.**



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



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