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For its 10th anniversary, the Institute of Service Excellence (ISE) at the Singapore Management University is launching the inaugural ISE Essay Competition. The competition invites undergraduates from Singapore-based universities to discuss technology, talent or culture through an opinion piece on Singapore's service industry. Essays must be no longer than 2,000 words. The best entry will win \$3,000. The closing date is Aug 31. Visit www.ise.smu.edu.sg/essay-competition for details.

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