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| * Achievement
 | * Friendships
 | * Power and authority
 |
| * Advancement and promotion
 | * Helping other people
 | * Privacy
 |
| * Affection (love and caring)
 | * Helping society
 | * Public service
 |
| * Challenging problems
 | * Honesty
 | * Quality of what I take part in
 |
| * Change and variety
 | * Independence
 | * Religion
 |
| * Close relationships
* Compassion
 | * Inner harmony
 | * Reputation (respect from others, status)
 |
| * Community
 | * Integrity
 | * Responsibility and accountability
 |
| * Competition
 | * Intellectual status
 | * Security
 |
| * Cooperation
 | * Involvement
 | * Self-Respect
 |
| * Country
 | * Job tranquility
* Justice
 | * Stability
 |
| * Decisiveness
 | * Knowledge
 | * Truth
 |
| * Democracy
 | * Leadership
 |  |
| * Ecological awareness
 | * Loyalty
 |  |
| * Economic security
 | * Meaningful work
 |  |
| * Efficiency
* Empathy
 | * Merit
 |  |
| * Ethical practice
* Equity
 | * Being around people whoare open and honest
 |  |
| * Excellence
 | * Personal development
 |  |
| * Financial gain
 | * Freedom
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