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(54) Title: INTERACTIVE ELECTRONIC DESKTOP ACTION METHOD AND SYSTEM



(57) Abstract: A method and system are disclosed for increasing the yield of response to an electronic solicitation to take action by presenting direct action links within the solicitation itself. These direct action links initiate a transaction when a user interacts with them, without the need to search for or access any other web page or site to begin the authorization. The user has an identifiable connected relationship with the system, which can store information about them for authorizing future transactions. The direct action links are themselves recurrently updated without requiring the intervention of the user. A business entity can execute the transaction itself, or can transmit the authorization to another business entity for their own execution. The products and services authorized by these transactions can either be fulfilled back through the system used by the user for the communications, or else be delivered or performed by other means.

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