## **IDENTITIES IN SEARCH OF IDENTITY**

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## Abstract

The time is ripe to start a science of identities for their own sake, without paying lipservice to hight-brow mathematics. Although putting combinatorial, (abstract-) algebraic or analytic flesh and blood on identities did lead and will lead to considerable insight as well as new identities, there is also much to be gained in forgetting advanced mathematics, and starting a new sub-discipline of high-school mathematics called "the theory of identities".