Submit a Single-sided Copy to the Office
DO NOT STAPLE

Why EDC directs o,p, and not m.

- The most activating group runs the reaction
- The most important resonance structure (all atoms have a full octet)

Why EWG directs m, not o,p.

Strong EWG no reaction
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Phenol is more reactive than a nucleophile.

Strong EDB - can't stop at monobromination.

Phenol is so reactive that a catalyst is not needed.

Go by EDB.