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The pretentious approach to analytic number theory.

Paul Erdos was the master of ad hoc analytic techniques in number theory. Yet there was method to his ad hocery, and our quest to give a pretentious approach to the subject is, in a sense, a desire to combine and codify these methods, due both to Erdos and to others. In this talk we will outline how one can prove Linnik's Theorem by such elementary methods, as an illustration of the power of such techniques. This is joint work with Adam Harper and K Soundararajan. (Received September 16, 2013)