

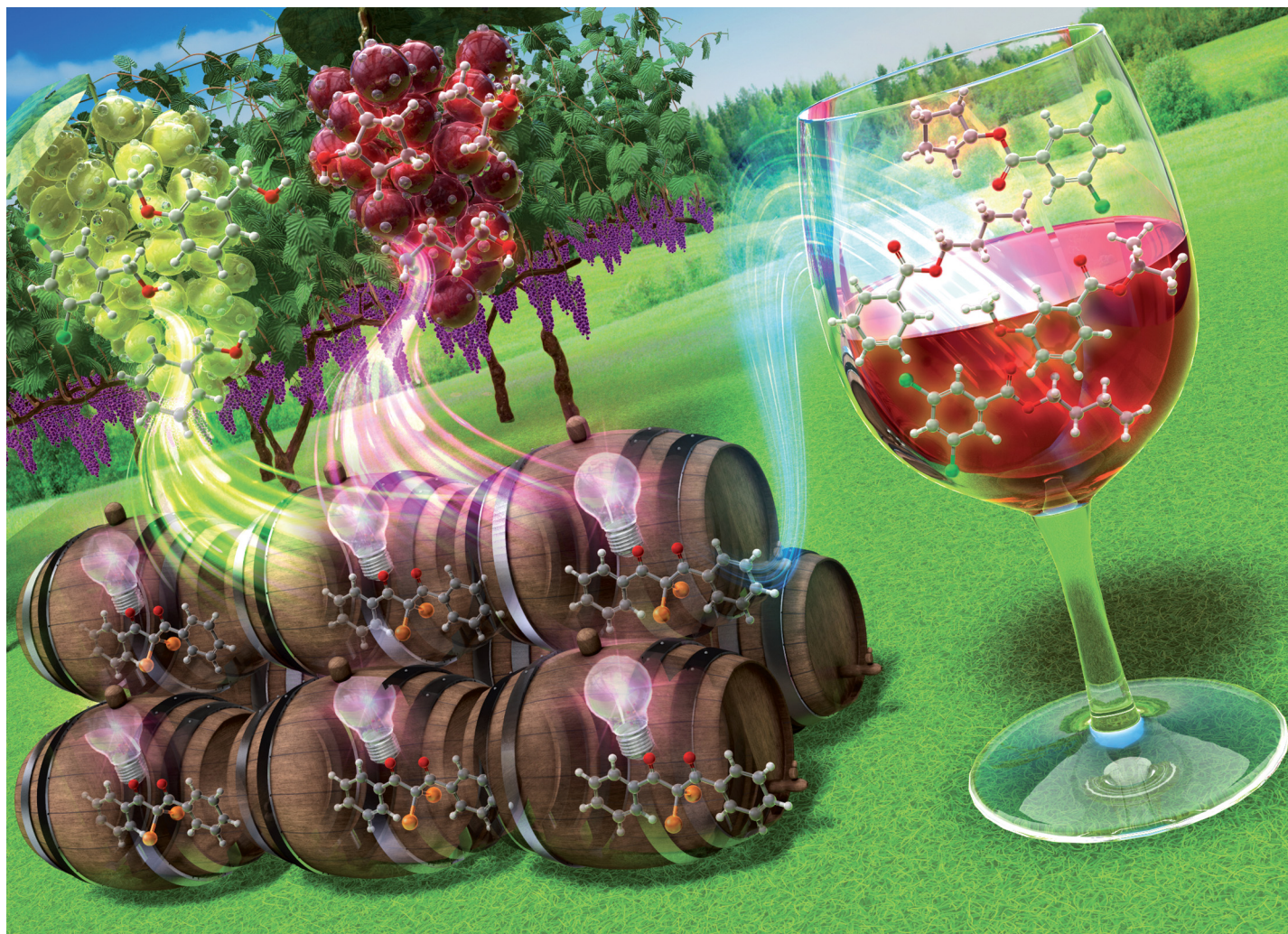
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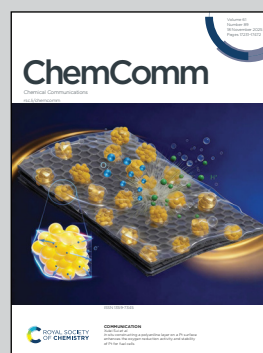
Showcasing research from Professor Kenta Tanaka's laboratory, Okayama University, 3-1-1 Tsushimanaka, Kita-ku, Okayama, Japan

The direct photochemical cross-esterification of alcohols *via* site-selective C-H bromination

The direct photochemical cross-esterification of alcohols proceeds *via* the *in situ* generation of acyl bromides. The C-H bond of a benzyl alcohol is selectively activated by a bromo source under light irradiation, enabling the cross-esterification to afford the functionalized esters.

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See Isao Kadota, Kenta Tanaka *et al.*, *Chem. Commun.*, 2025, **61**, 17364.