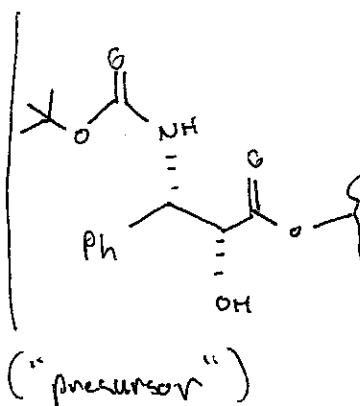
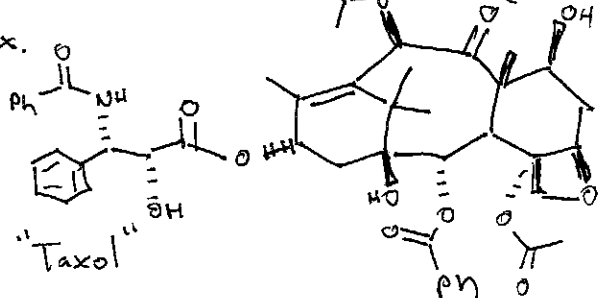


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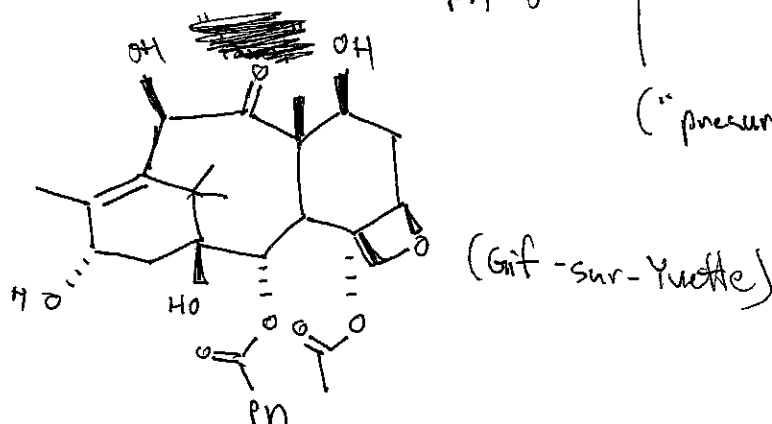
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What do chemists do? (Pt. 2) → "Natural Product Discovery / New Drugs"

Ex.

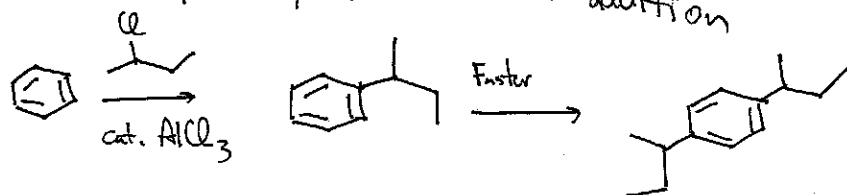


"Taxostere"

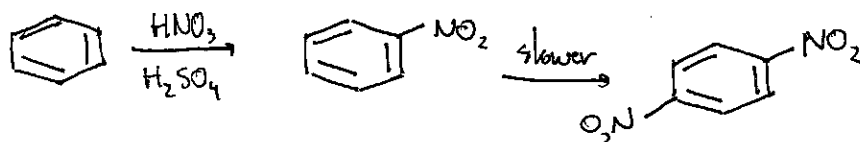


Recall: EAS...

Cannot stop alkylation after 1st addition



vs.



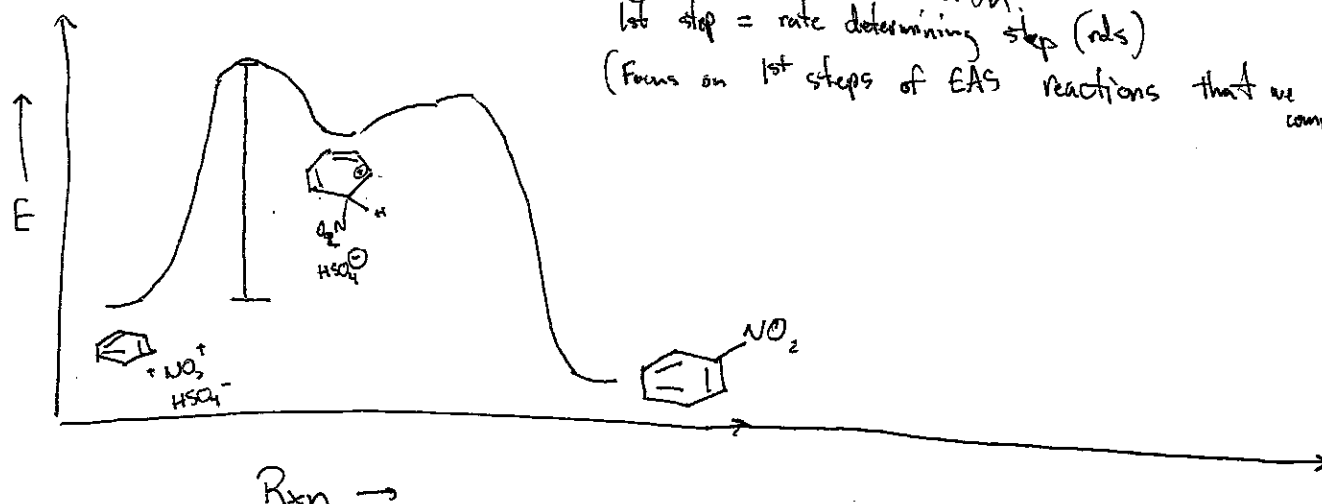
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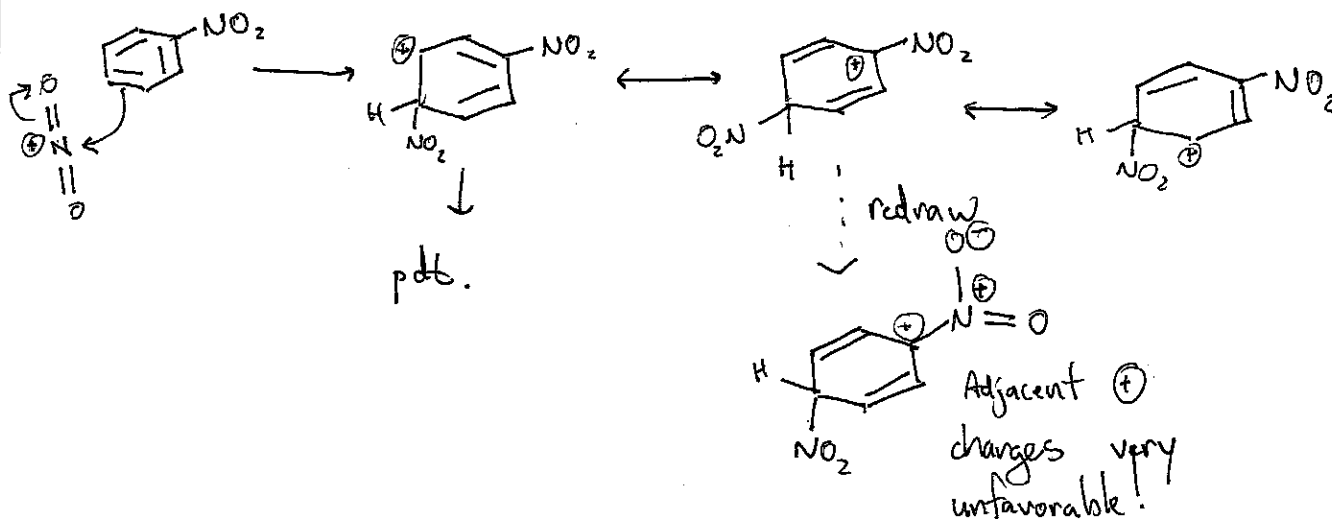
- Why is an alkyl group activating (w.r.t. EAS), while nitro is deactivating?

Begin analysis w/ rxn energy diagram for nitration:

1st step = rate determining step (rds)
(Focus on 1st steps of EAS reactions that we compare)



Thus:

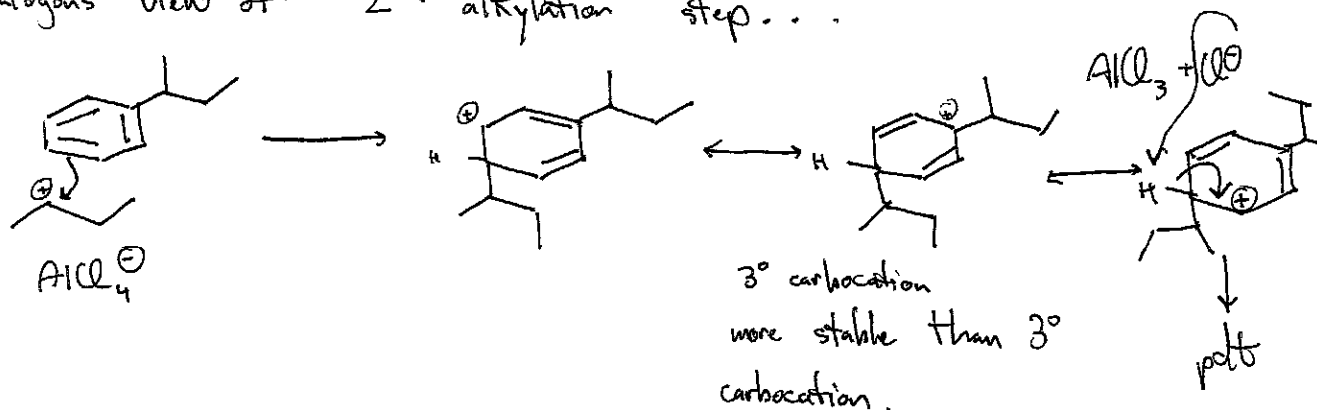


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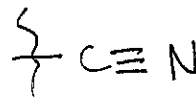
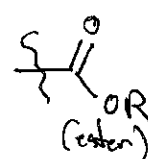
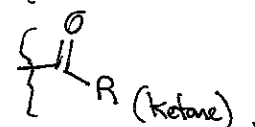
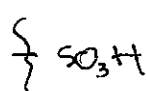
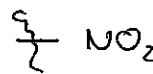
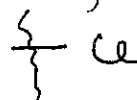
Thus, NO_2 on ring for nitration is "worse" than H, i.e., NO_2 is deactivating.

Analogous view of 2nd alkylation step...



Following this analysis, any ring substituent can be classified as either activating or deactivating w/ EAS reactions. Common

deactivating substituents:

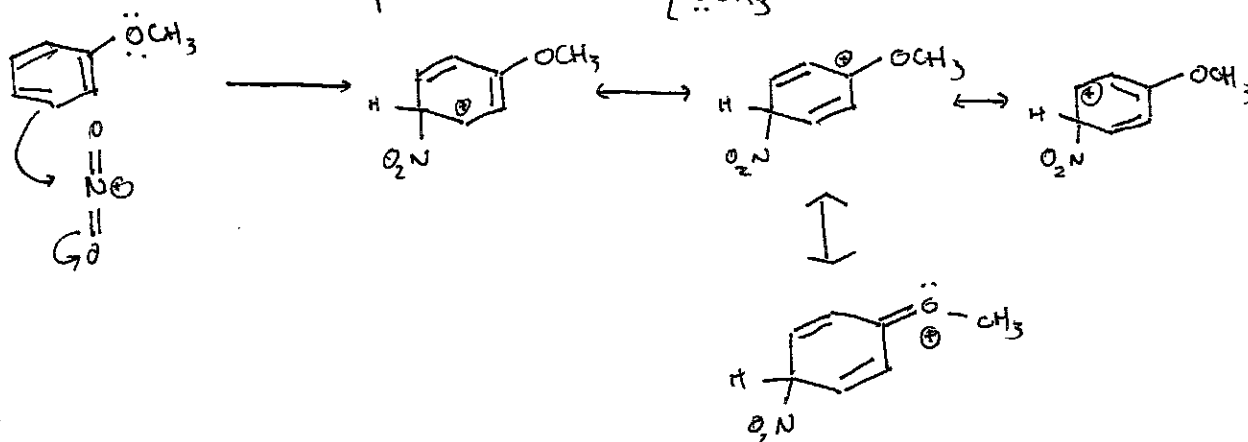


These are all "electron-withdrawing" substituents. In contrast, "electron-donating" substituents are activating for EAS rxns. Common ex: $\{ \text{alkyl} \}$, $\{ \text{OH} \}$, $\{ \text{OR} \}$, $\{ \text{NR}_2 \}$

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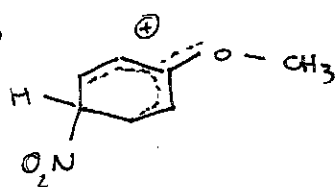
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Rationale for a specific case, $\{ \ddot{\text{O}}\text{CH}_3 \}$

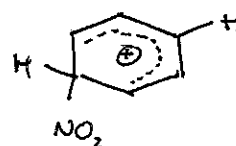


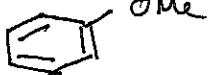
- extra resonance structure (rel. to other cases, esp. "H")
- extra resonance structure is very favorable

Thus,



is more stable than



$\therefore$  more reactive (EAS) than 

See text regarding halogens. - different outcomes for inductive vs. π -type electronic effects.