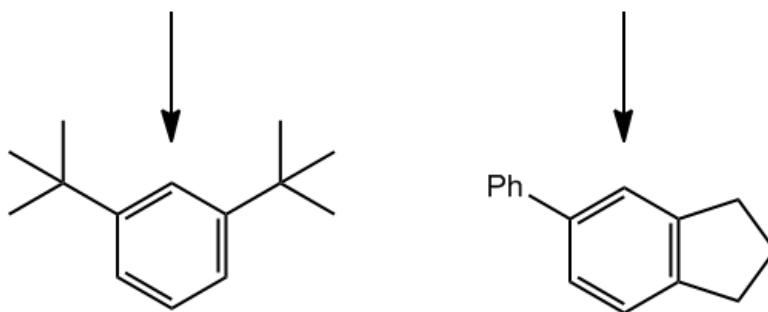


CONCEPT: EAS – POLYSUBSTITUTED BENZENE

When **two or more substituents** are already on benzene, there are multiple new factors we must take into account.

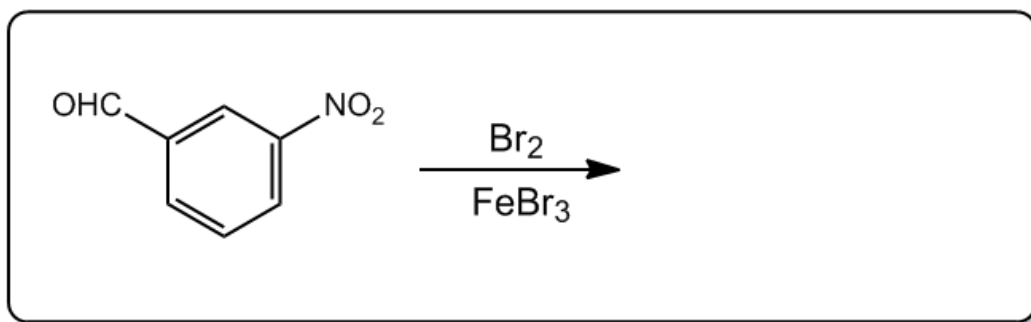
1. Steric Effects

- Crowded sites will not be reactive towards subsequent EAS reactions



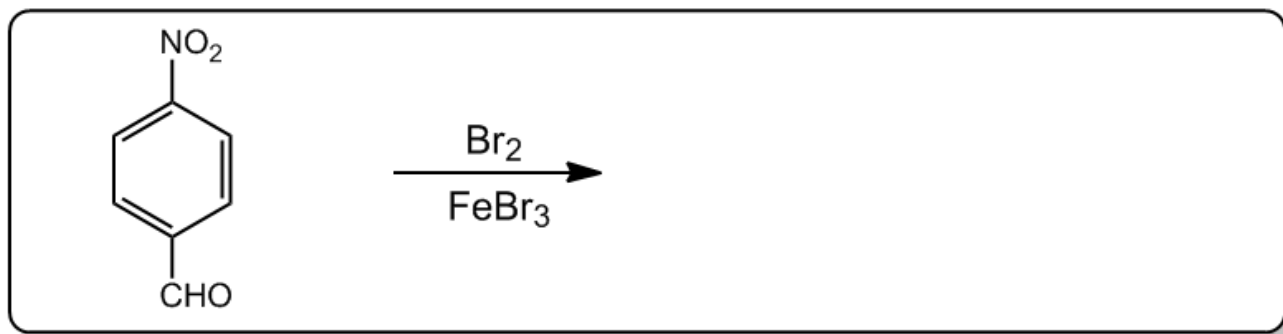
2. Synergistic Groups

- When multiple directing groups direct toward the same position, yields of that product will be high

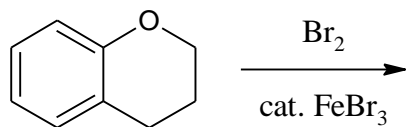


3. Competitive Groups

- When multiple directing groups disagree on where to substitute, *mixed products* will result
 - The strongest _____ will determine the **major product** of the reaction



PRACTICE: Predict the major products of the following EAS reaction.



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