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An r-dynamic proper k-coloring of a graph G is a proper k-coloring of G such that every vertex in V(G) has neighbors in at least min $\{d(v), r\}$  different color classes. The r-dynamic chromatic number of a graph G, written  $\chi_r(G)$ , is the least k such that G has an r-dynamic proper k-coloring. Our main result in this talk is that if G is a k-regular graph and  $k \ge 7r \ln r$ , then  $\chi_r(G) \le r\chi(G)$ , where  $\chi(G)$  is the chromatic number of G. In addition, we study the 2-dynamic chromatic number of a graph and the r-dynamic chromatic number of the cartesian product of two graphs. (Received July 26, 2011)