



When outputting single quotes Developers can use the following method ...

```
select 'she''s so lovely' as output  
from sys.dual
```

OUTPUT

she's so lovely

Oracle have introduced Alternative Quoting Mechanism which allows the Developer to place quotation marks in a string (or column) without resorting to 'double quotes'

AQM – Using Alternative Quoting Mechanism



To use the AQM, the Developer must enclose the string in a 'q-quote', this informs the Compiler that all quotes are 'normal' and expected, the q-quote is surrounded by quotes and a delimiter character in this case curly brackets...

```
select q'{she's so lovely}' as output  
from sys.dual
```

OUTPUT

```
she's so lovely
```