Math mode manners:

$$f(x) = a' + b'' + c'''$$
$$f'(x) = x^2 + 1$$

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$$f'(x) = x^2 + 1$$

Prose poses problems:

60*10'16"N 24*55'52"E (plain)
60°10′16″N 24°55′52″E (unicode)
60°10′16″N 24°55′52″E (idiomatic)