Math mode manners:

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

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

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)