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The \- command inserts a "discretionary hyphen" into a word. The discretionary hyphen allows TEX to hyphenate the word at that place. TEX isn't obliged to hyphenate there—it does so only if it needs to. This command is useful when a word that occurs in one or two places in your document needs to be hyphenated, but TEX can't find an appropriate hyphenation point on its own.

Example:

Alice was exceedingly reluctant to shake hands first with either Twee\-dle\-dum or Twee\-dle\-dee, for fear of hurting the other one's feelings.

produces.

Alice was exceedingly reluctant to shake hands first with either Tweedledum or Tweedledee, for fear of hurting the other one's feelings.