**Electronic Supplementary Information (ESI)**

Ag(I)-Mediated Self-Assembly of Anisotropic Rods and Plates in the Surfactant Mixture of CTAB and Pluronics
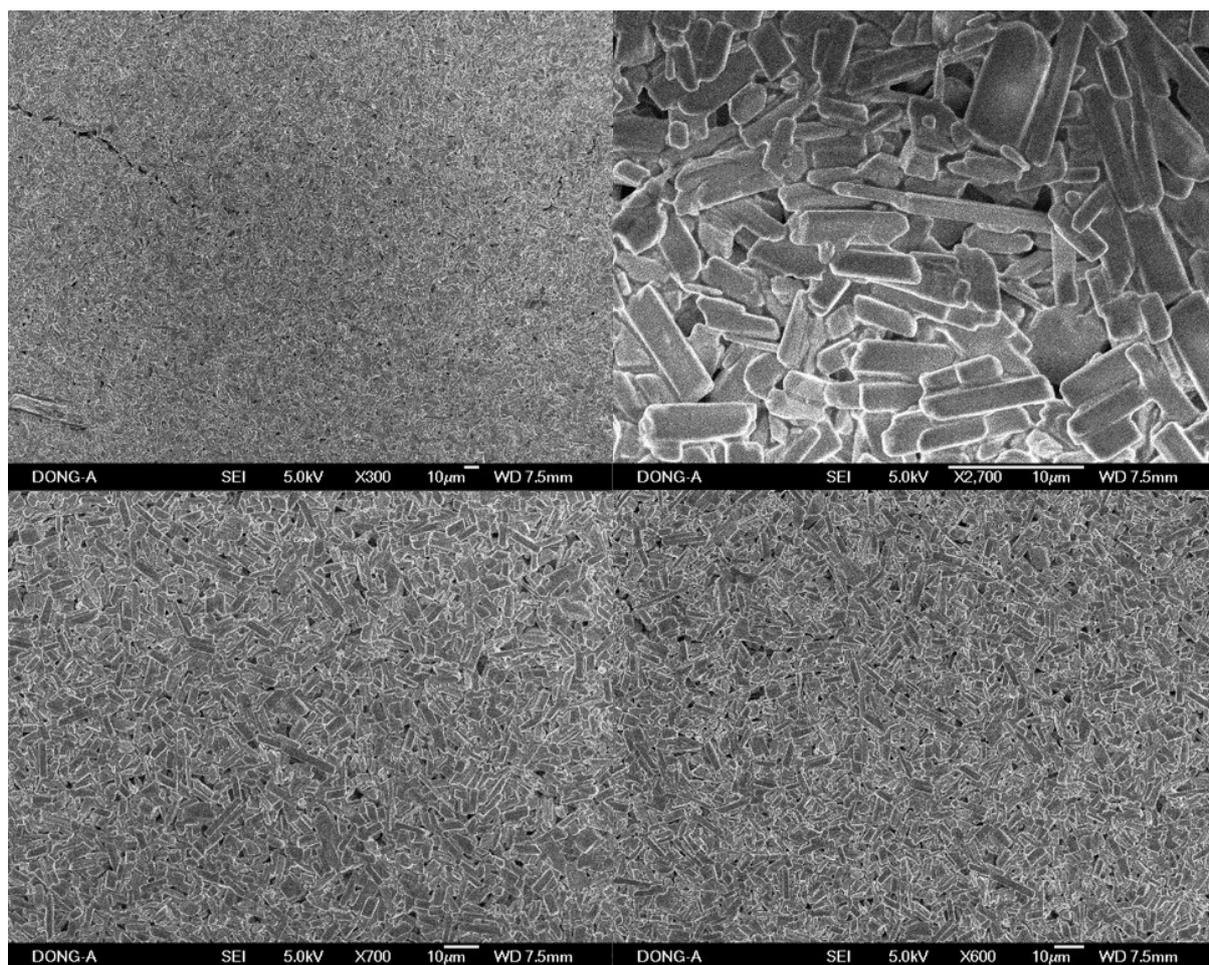
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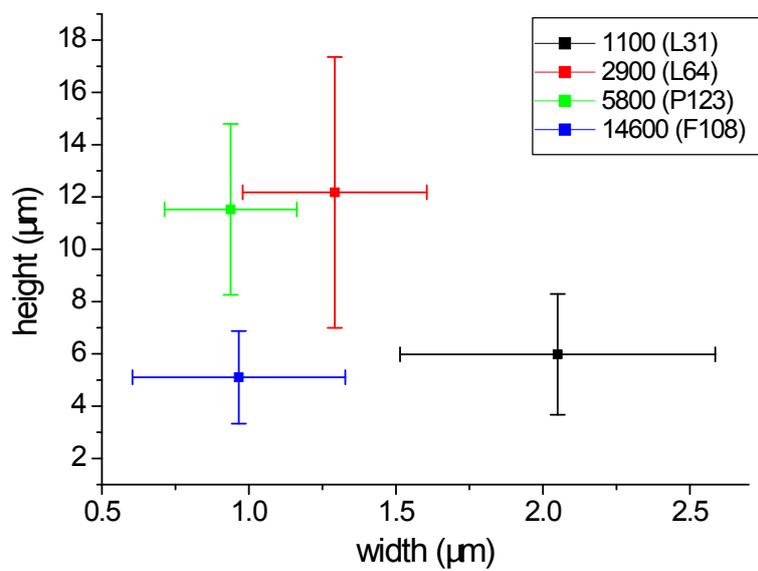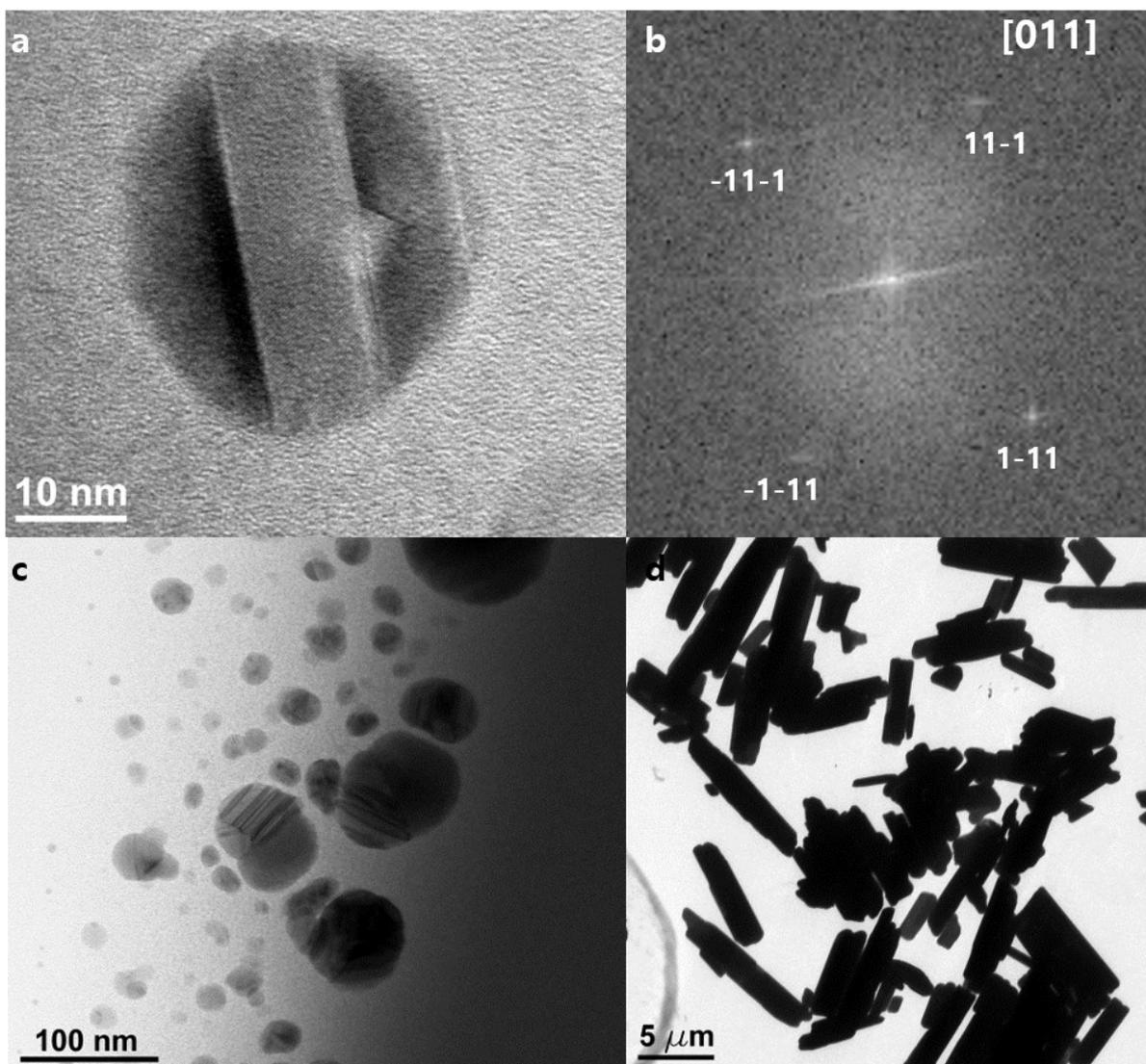
Fig. S1 Dimension with the error bars of the rods that are prepared with Pluronics (17.9%)
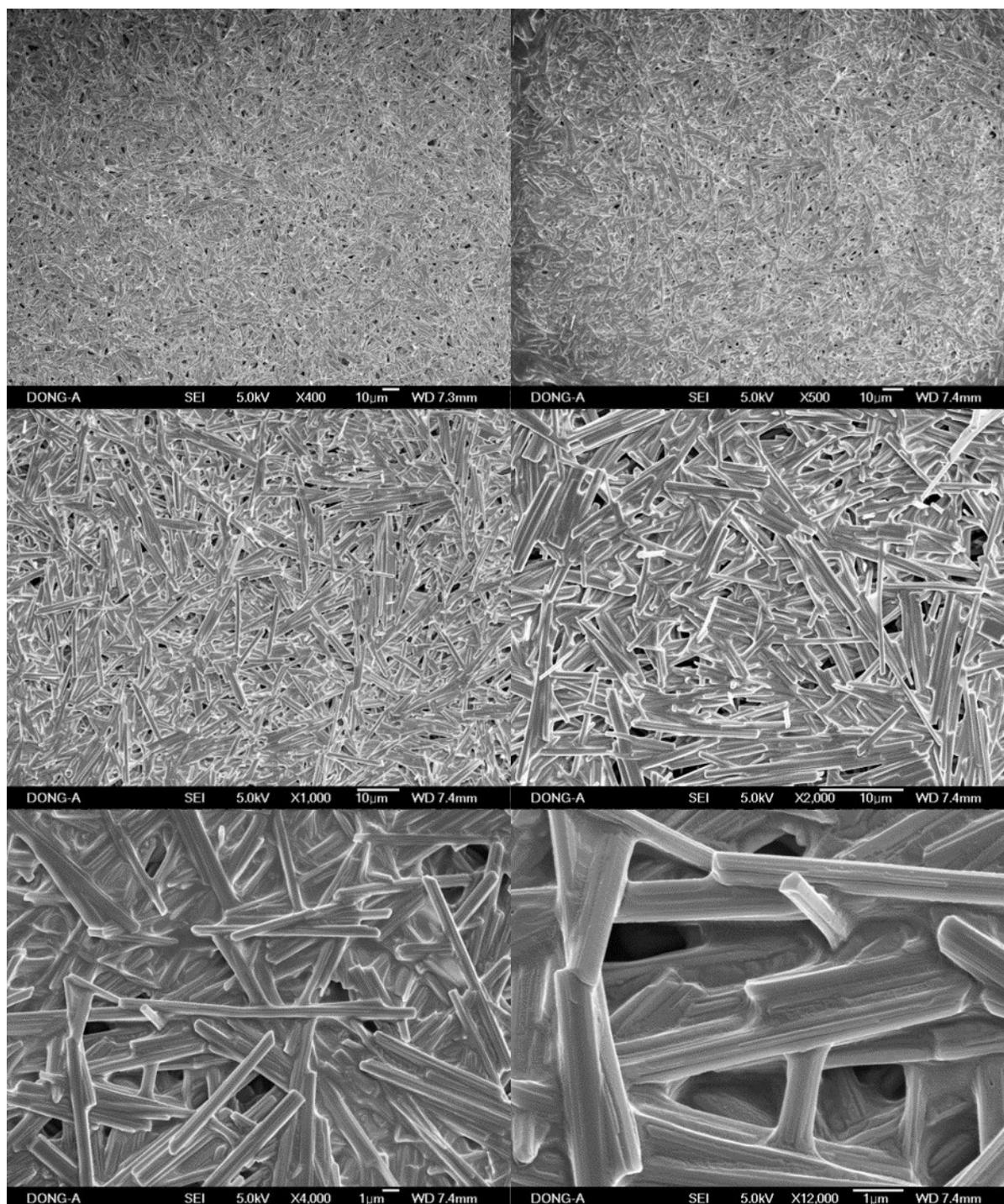
Fig. S2 SEM images of different magnification of the self-assembled rods prepared with Pluronic L-31 copolymers (17.9% aqueous, Mn~1,100).
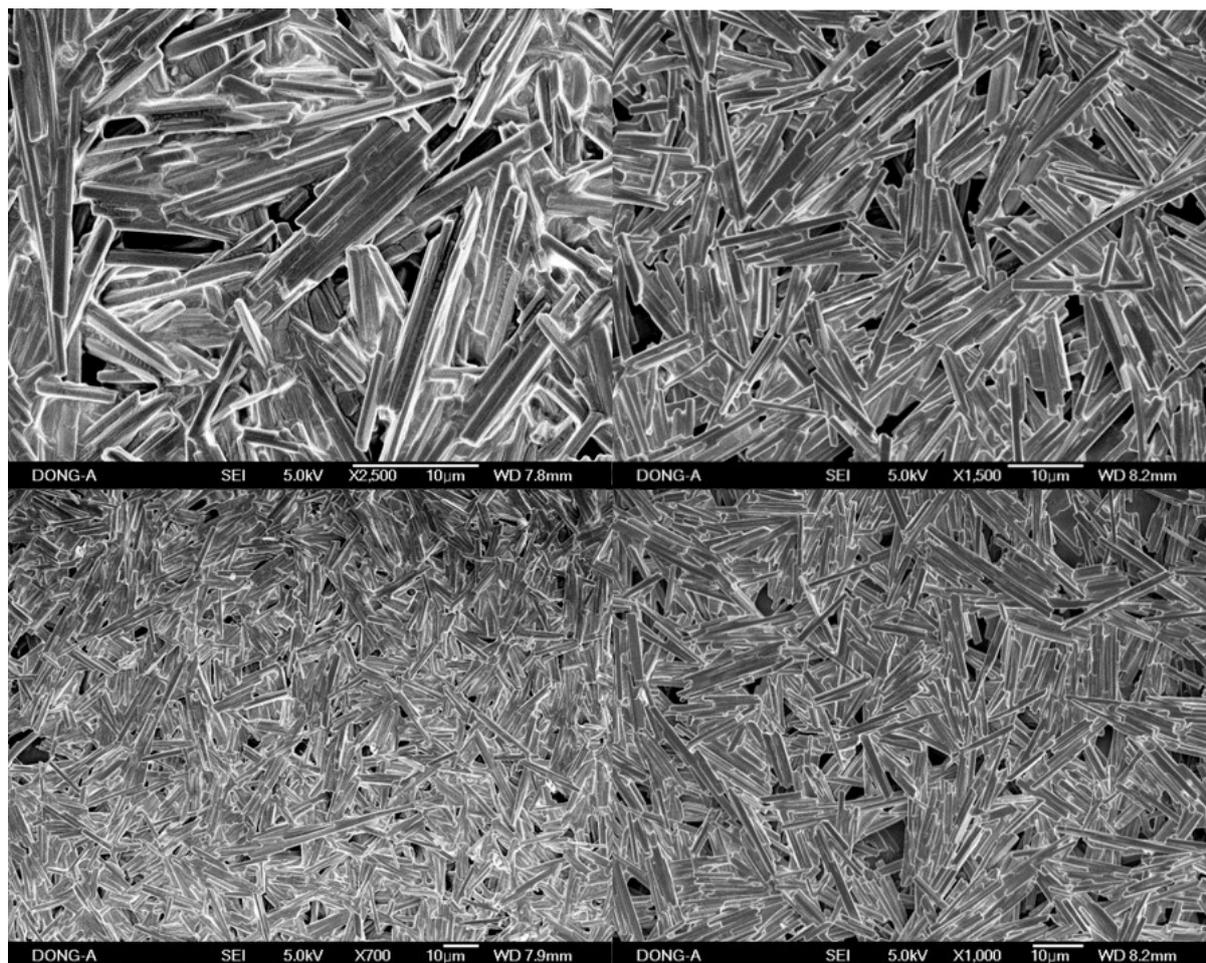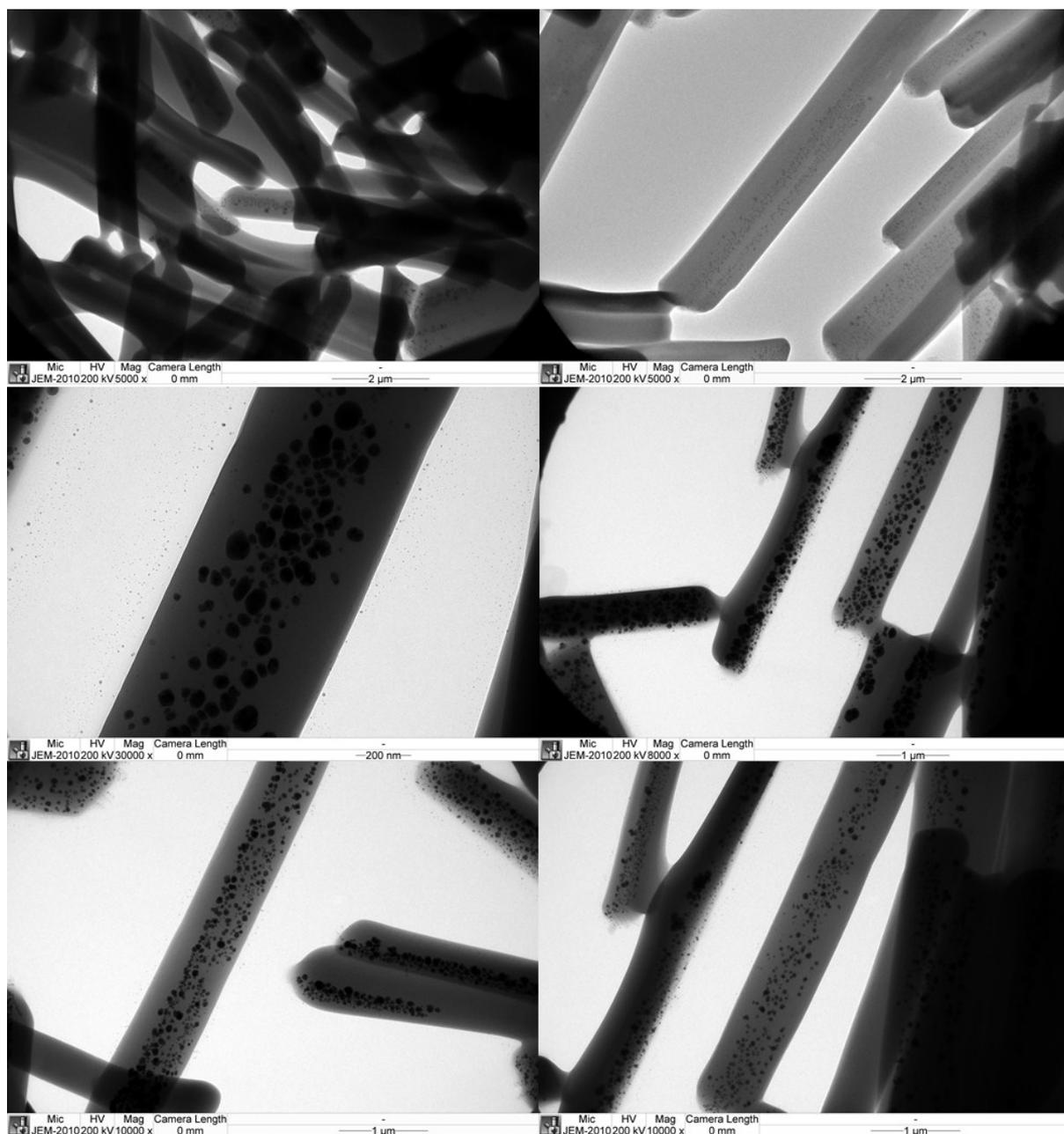
Fig. S3 SEM images of different magnification of the self-assembled rods prepared with Pluronic L-64 copolymers (17.9% aqueous, Mn~2,900).
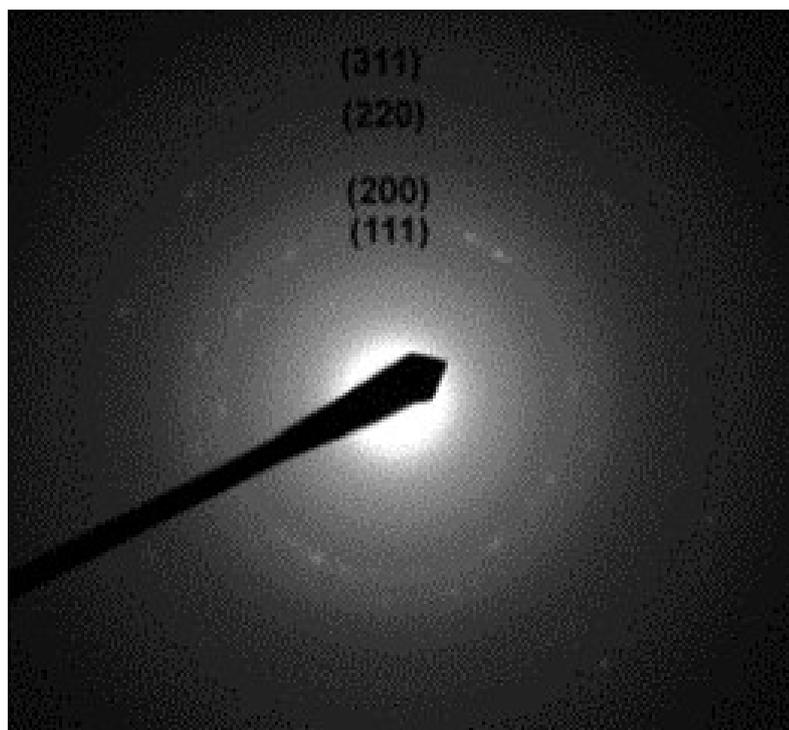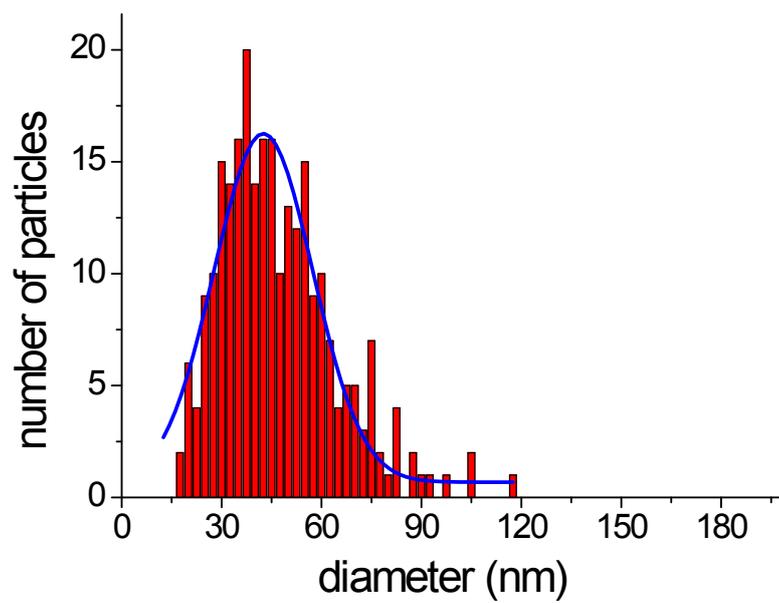
Fig. S4 (a), (c) TEM images of nanoparticles imbedded in the rods prepared with Pluronic L-64 copolymers (17.9% aqueous, Mn~2,900). (b) SAED pattern of the TEM image in (a). (d) TEM image of the self-assembled rods.
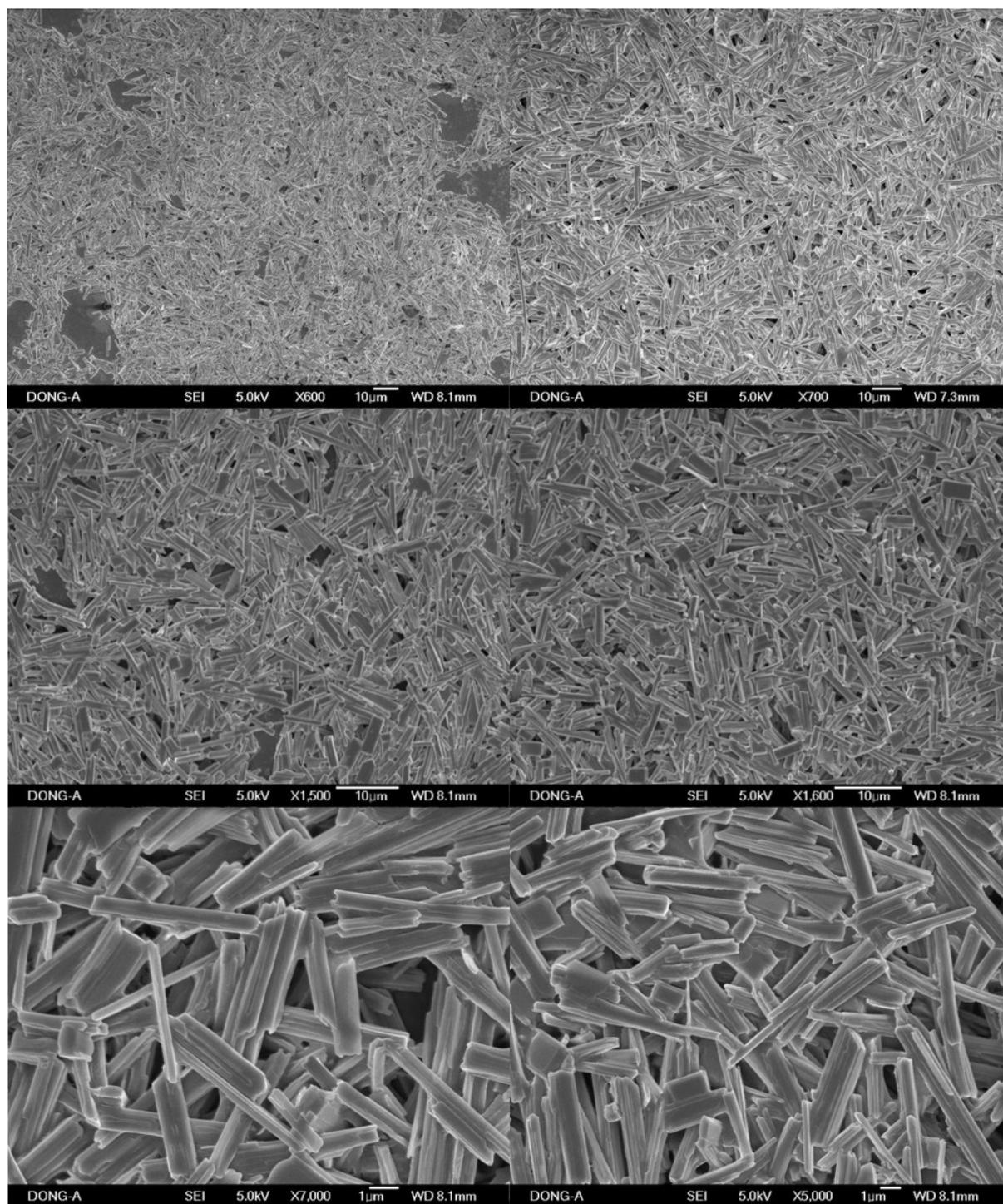
Fig. S5 SEM images of different magnification of the self-assembled rods prepared with Pluronic P-123 copolymers (17.9% aqueous, Mn~5,800).
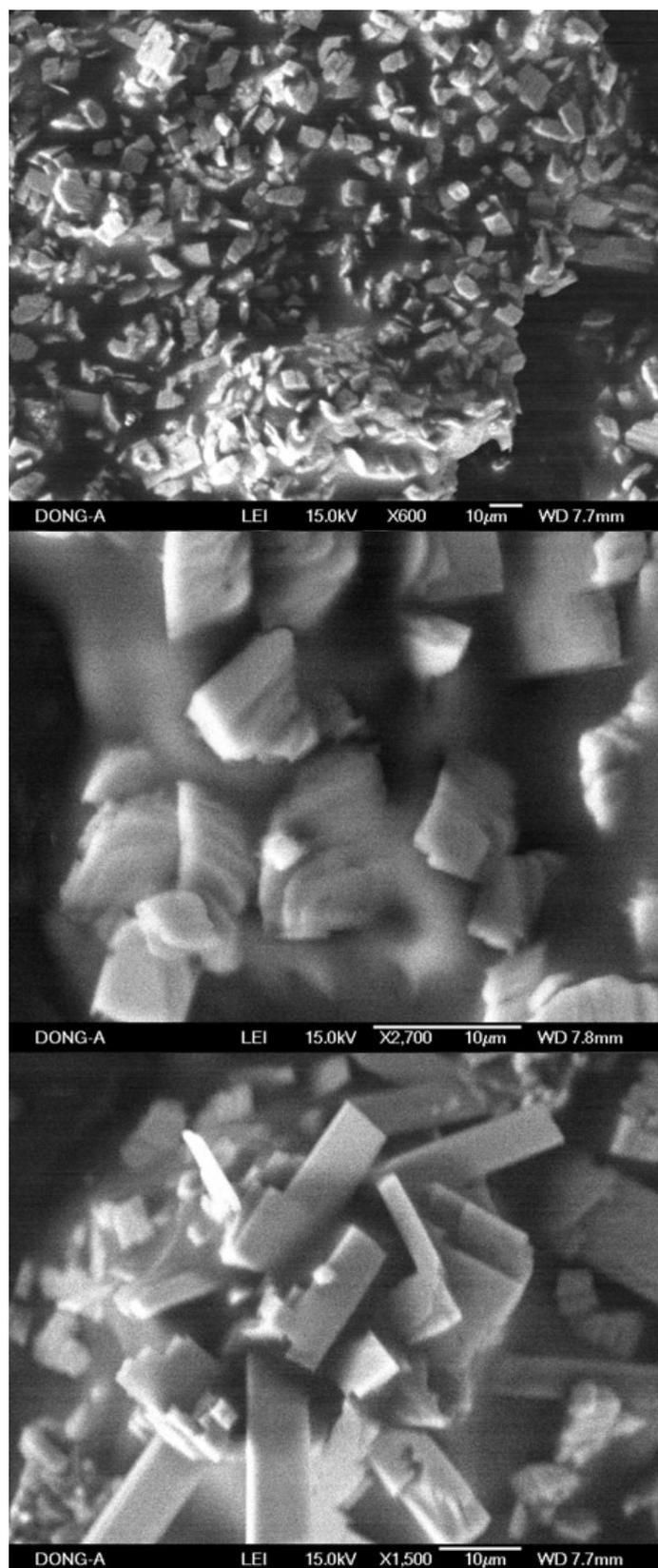
Fig. S6 TEM images of different magnification of the self-assembled rods prepared with Pluronic P-123 copolymers (17.9% aqueous, Mn~5,800).

Fig. S7 (top) Size distribution and (bottom) SAED pattern of nanoparticles that are imbedded in the rods. The rods were prepared with Pluronic P-123 copolymers (17.9% aqueous, Mn~5,800).

Fig. S8 SEM images of different magnification of the self-assembled rods prepared with Pluronic F-108 copolymers (17.9% aqueous, Mn~14,600).

Fig. S9 SEM images of different magnification of the self-assembled rods prepared with Pluronic L-31 copolymers (35.7% aqueous, Mn~1,100).
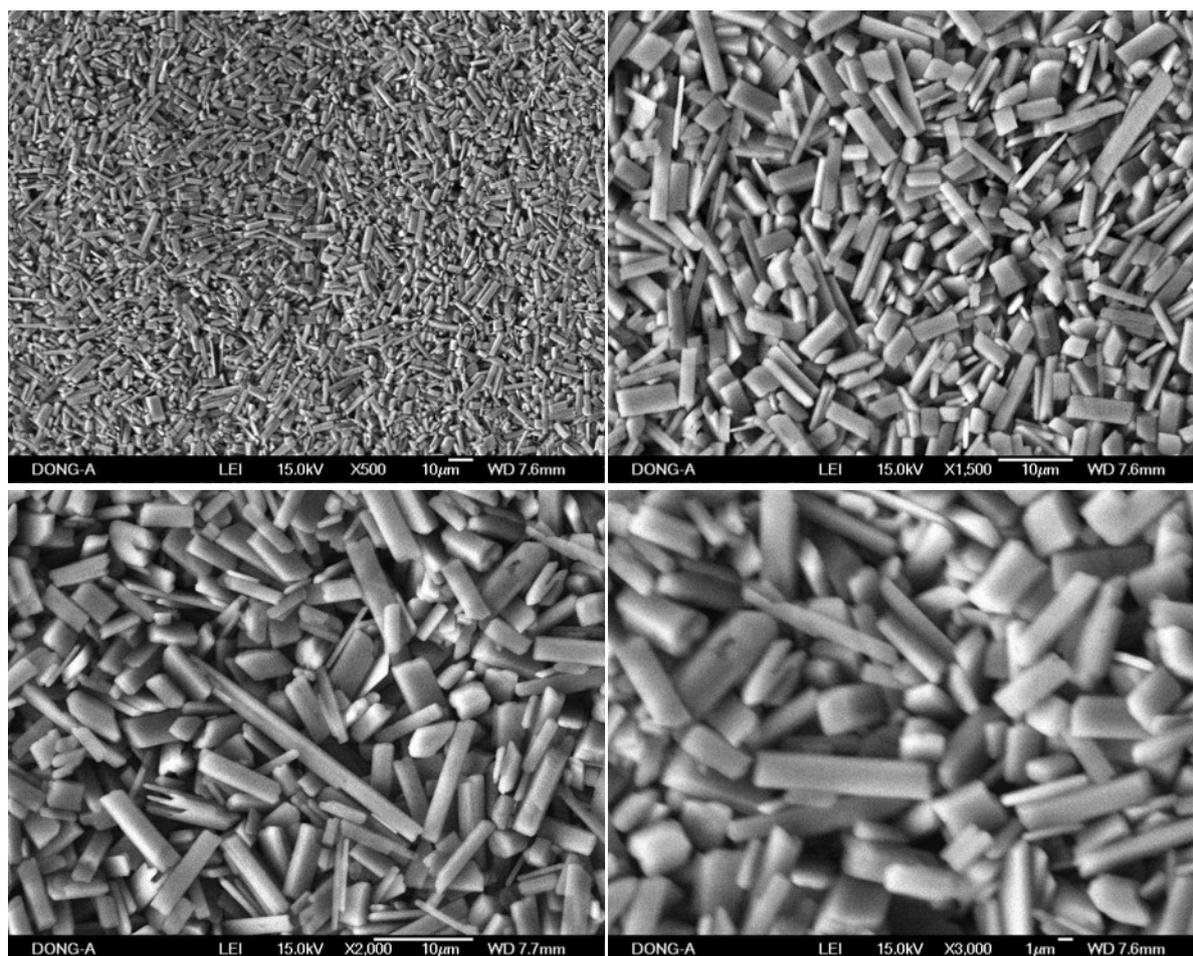
Fig. S10 SEM images of different magnification of the self-assembled rods prepared with Pluronic L-64 copolymers (35.7% aqueous, Mn~2,900).
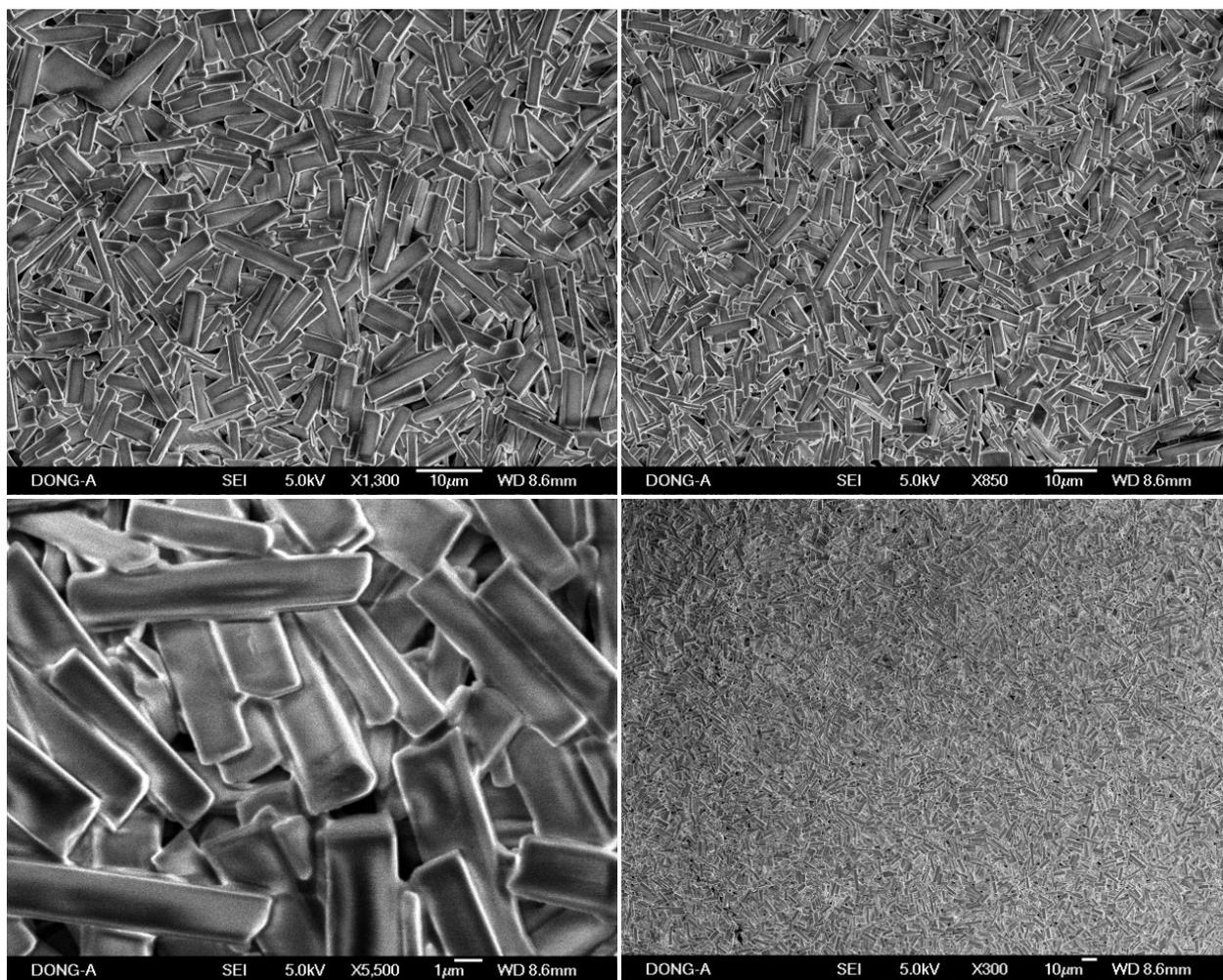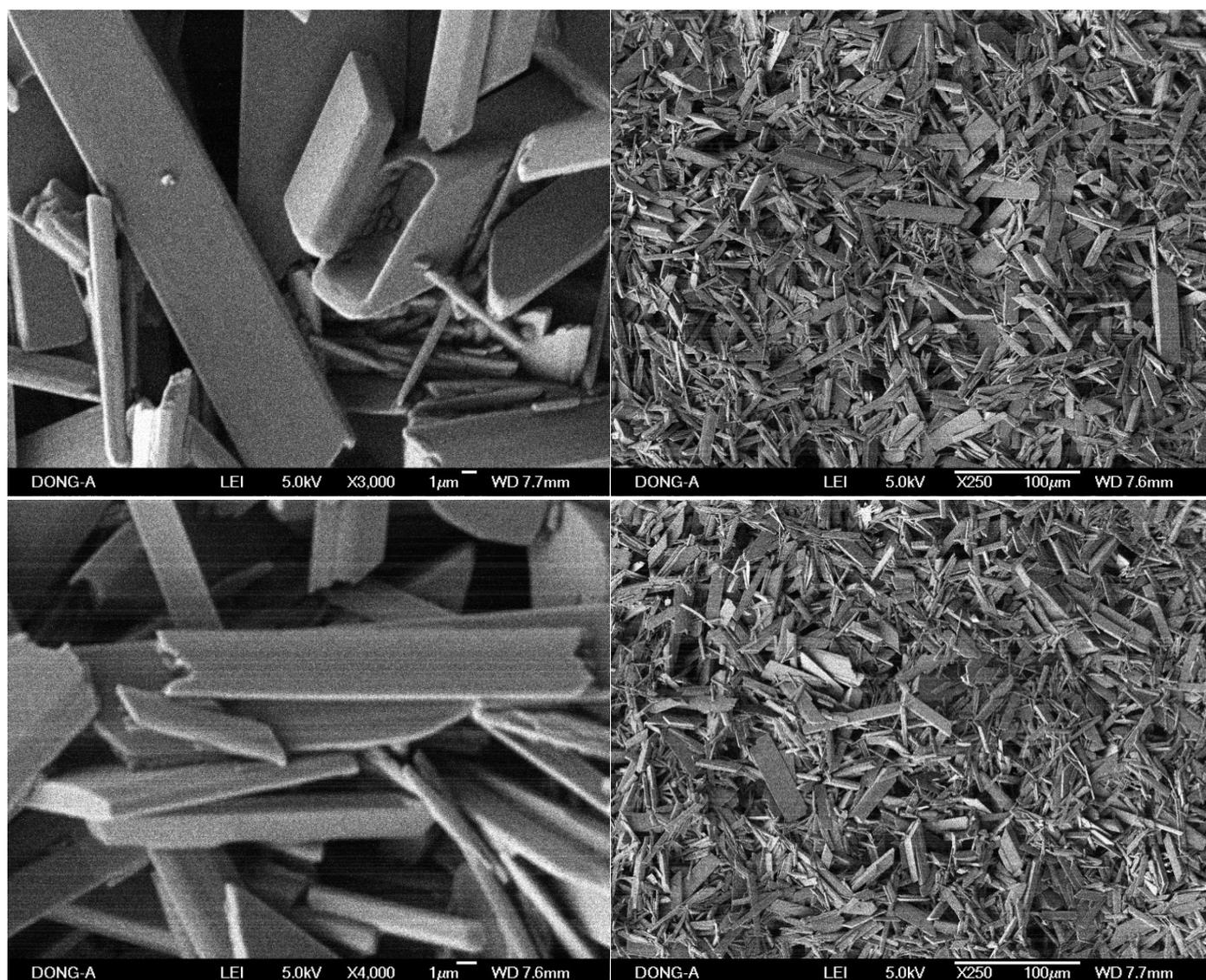
Fig. S11 SEM images of different magnification of the self-assembled rods prepared with Pluronic L-64 copolymers (17.9% aqueous, Mn~1,100) in the absence of ascorbic acid.
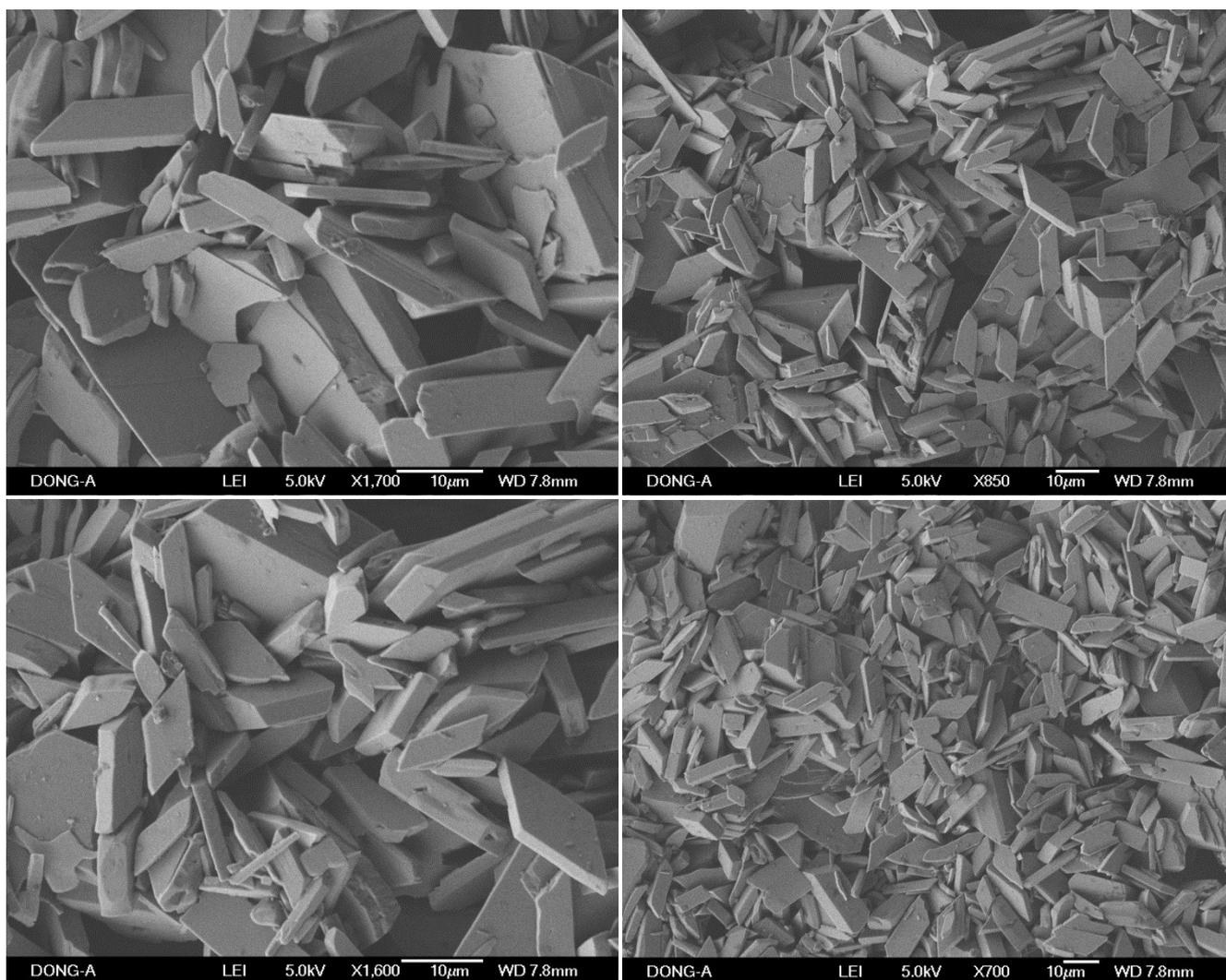
Fig. S12 SEM images of different magnification of the self-assembled rods prepared with Pluronic L-64 copolymers (17.9% aqueous, Mn~2,900) in the absence of ascorbic acid.

Fig. S13 SEM images of different magnification of the self-assembled rods prepared with Pluronic P-123 copolymers (17.9% aqueous, Mn~5,800) in the absence of ascorbic acid.
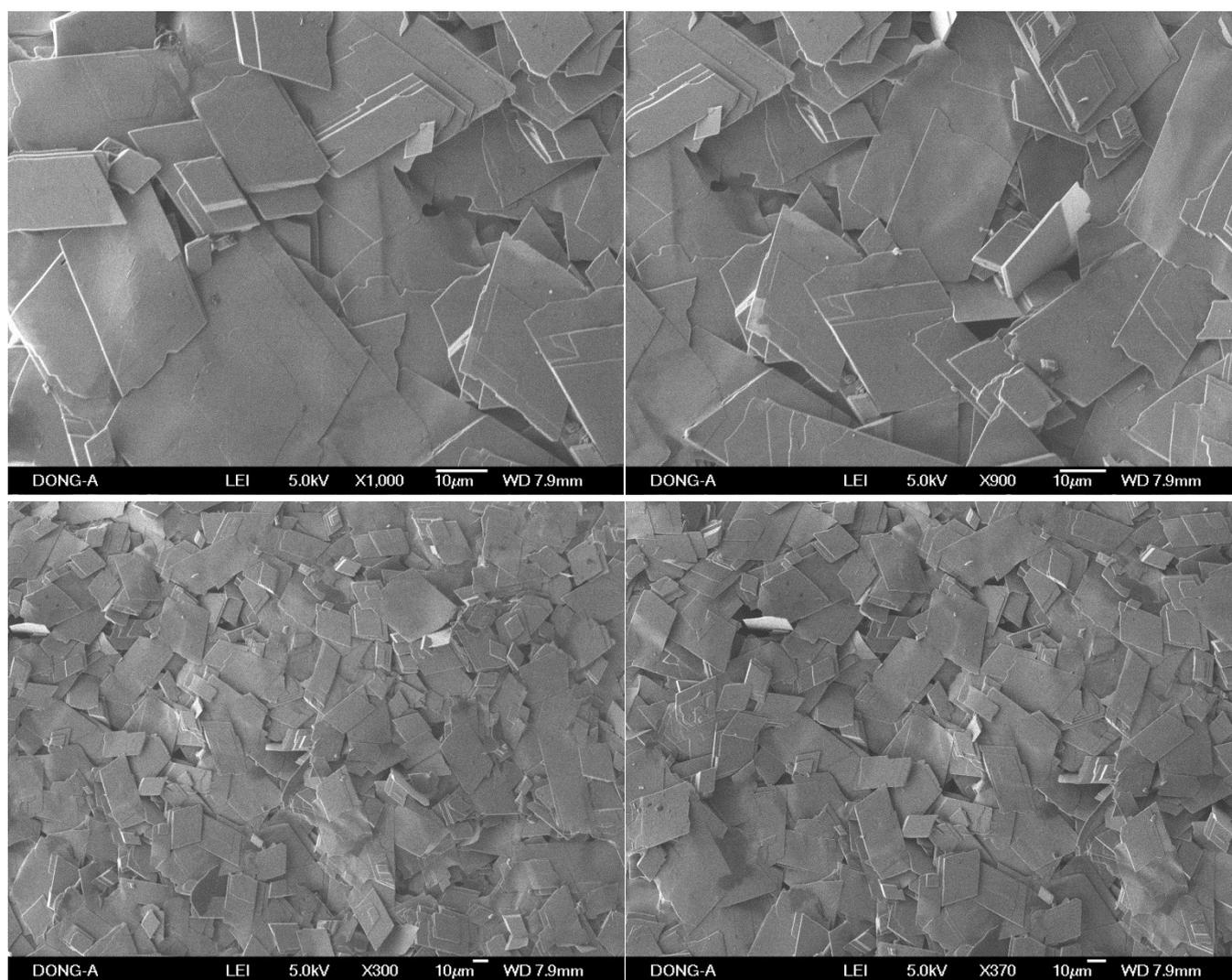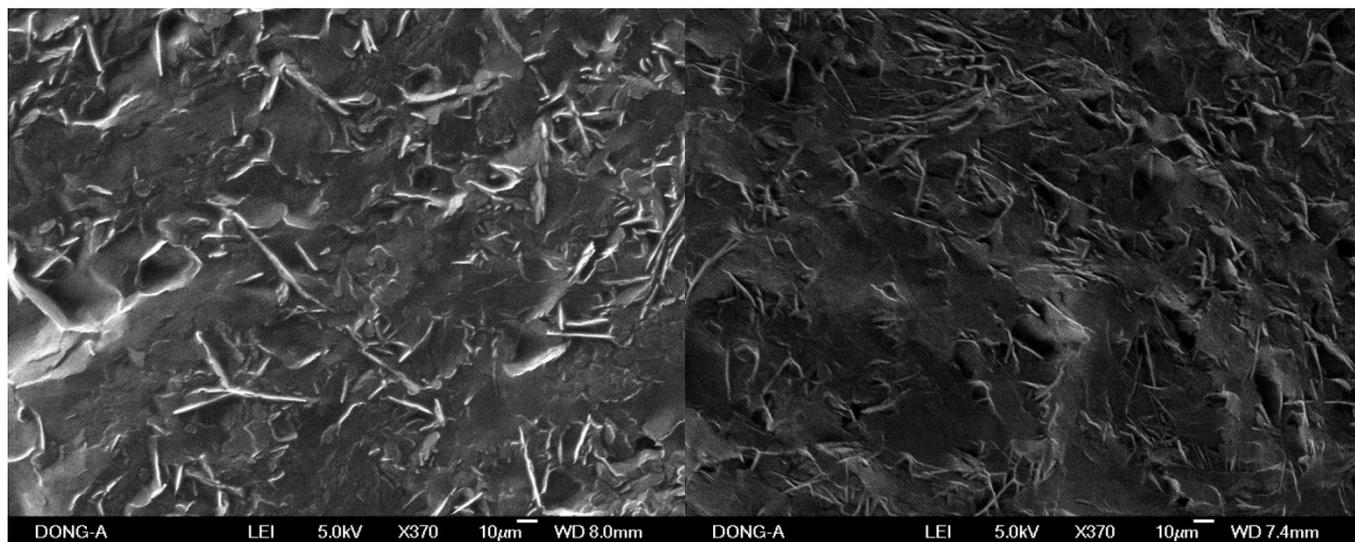
Fig. S14 SEM images of different magnification of the self-assembled rods prepared with Pluronic F-108 copolymers (17.9% aqueous, Mn~14,600) in the absence of ascorbic acid.

Fig. S15 SEM images of the products which were obtained in the absence of Pluronic copolymers.

Table S1. Calculated *d*-spacings of the first and second peaks in the XRD patterns of self-assembled rods

sample	First peak (degrees)	*d*-spacing	Second peak (degrees)	*d*-spacing
CTAB	3.90	22.6 Å	7.28	12.1 Å
L-31 (17.9%)	4.43	19.9 Å	8.82	10.0 Å
L-64 (17.9%)	4.43	19.9 Å	8.80	10.0 Å
L-31 (35.7%)	4.41	20.0 Å	8.78	10.1 Å
L-64 (35.7%)	4.33	20.4 Å	8.71	10.1 Å