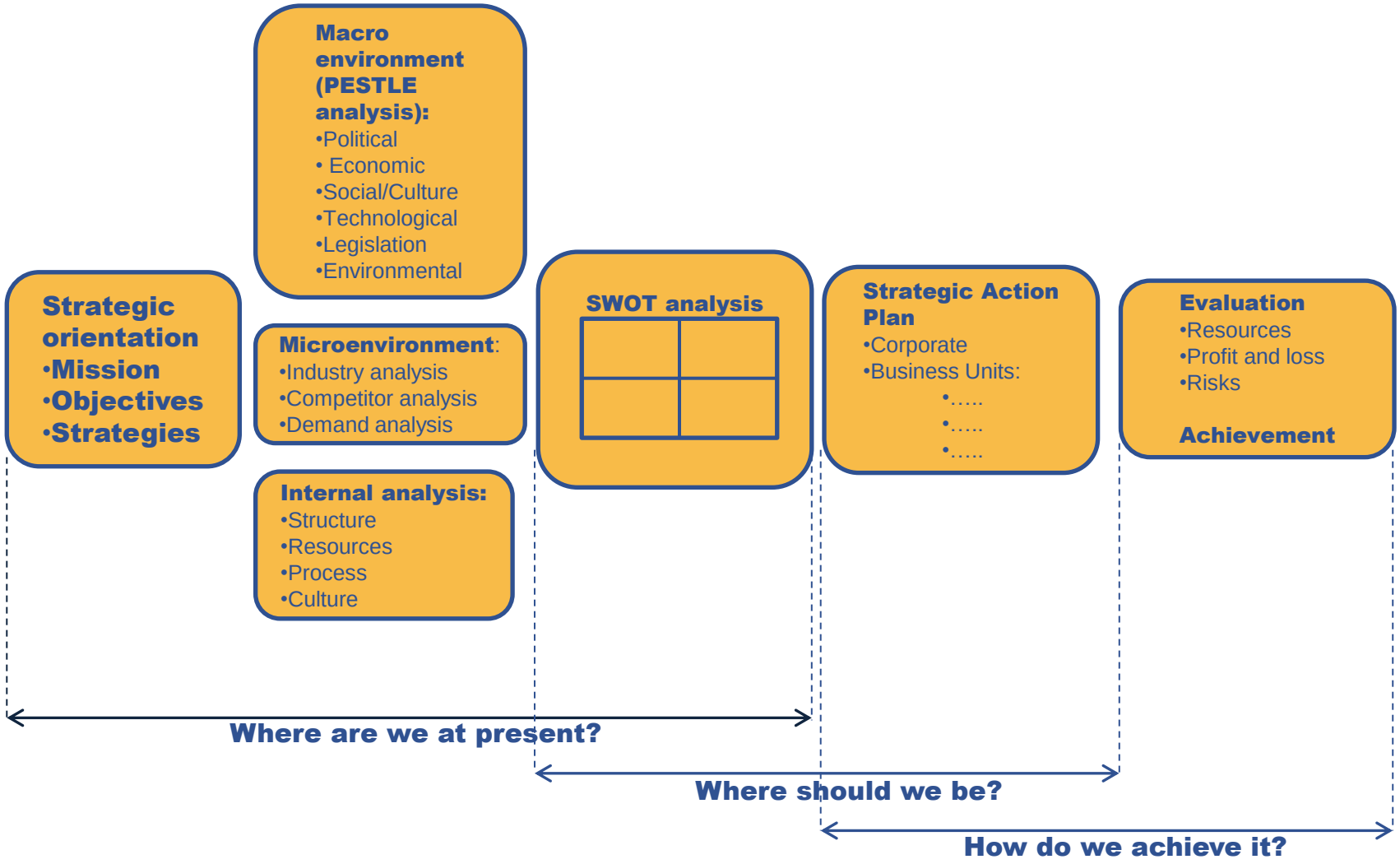Strategy process