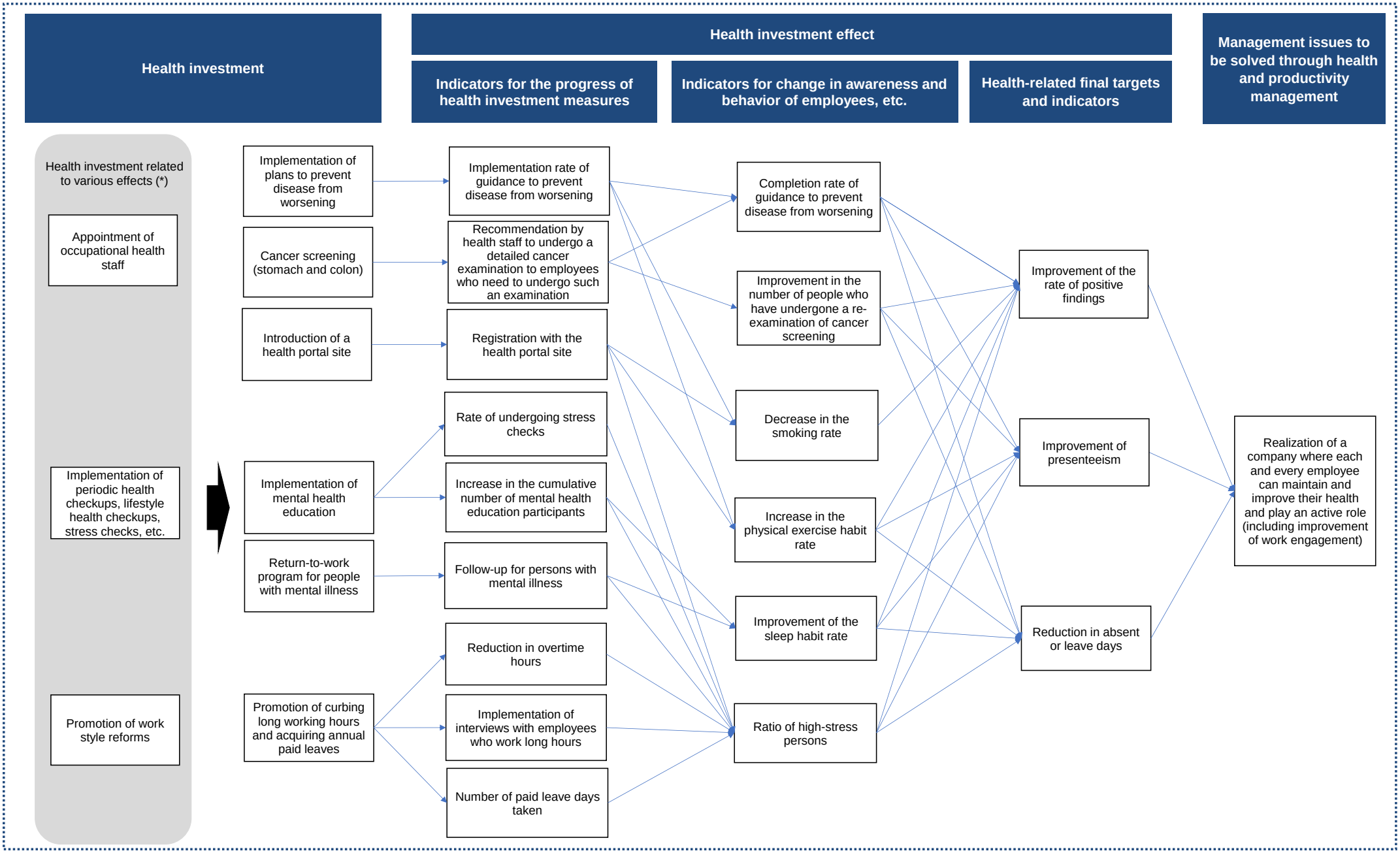[Strategy Map]