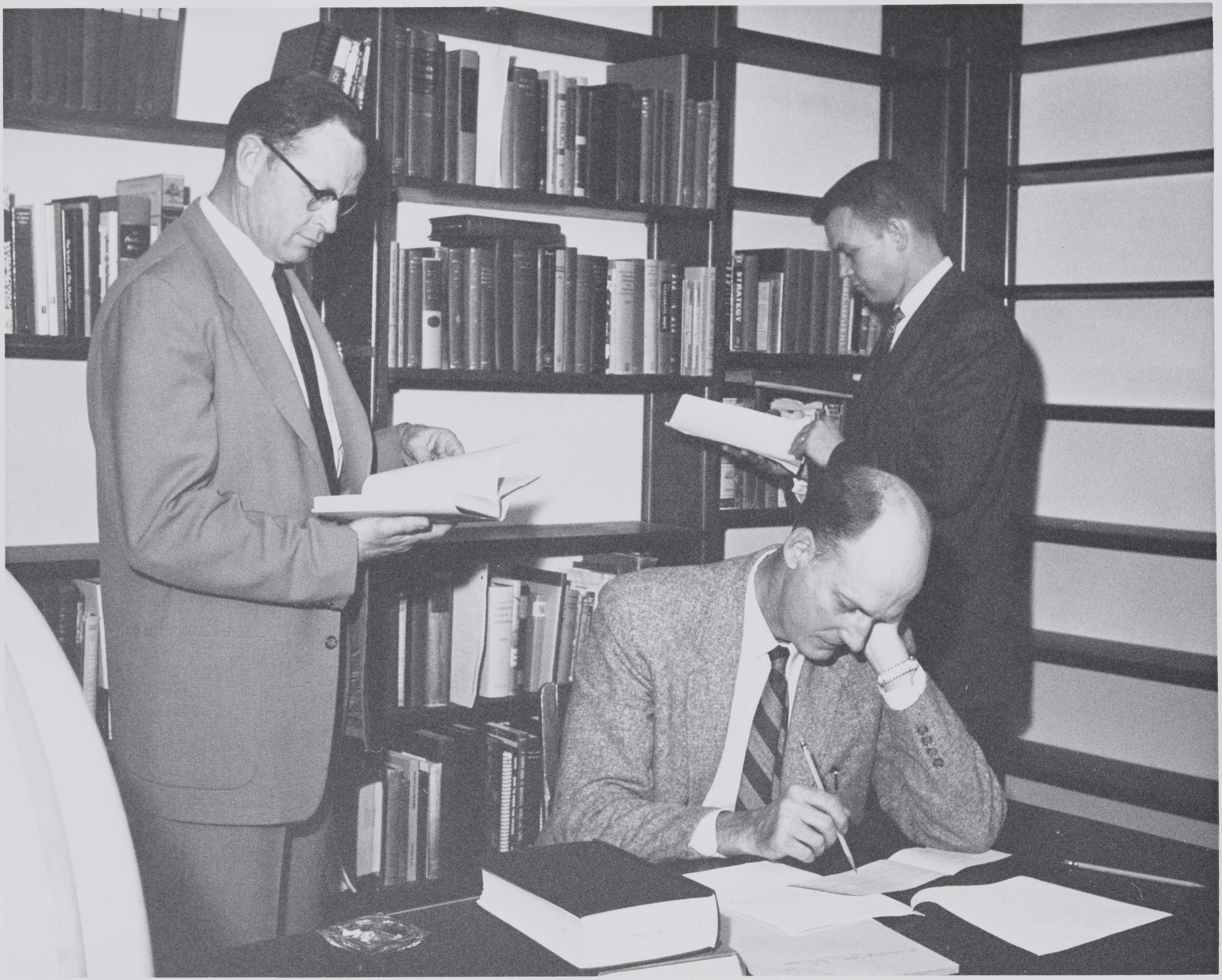
STRATEGY