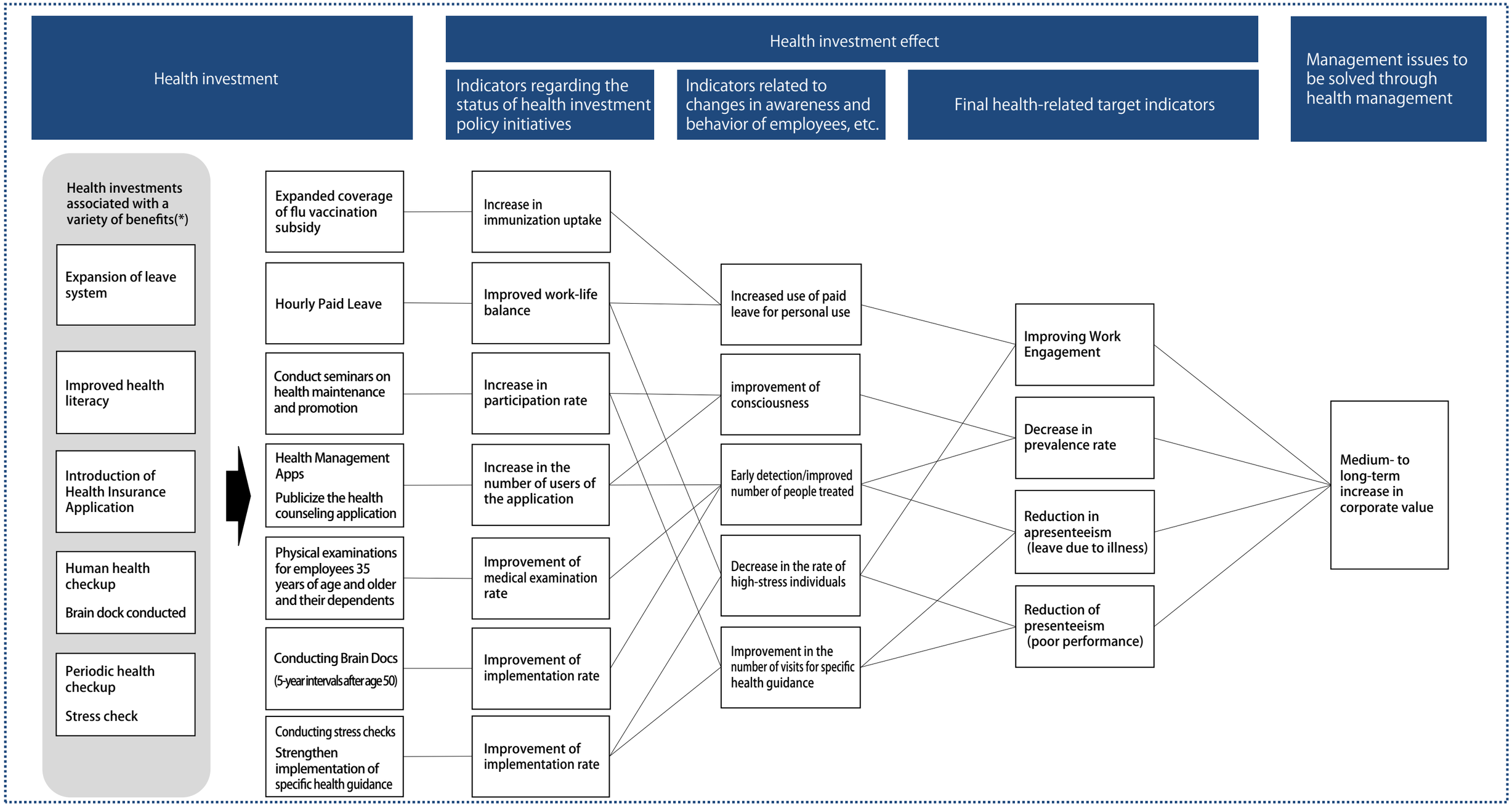【Strategy map】