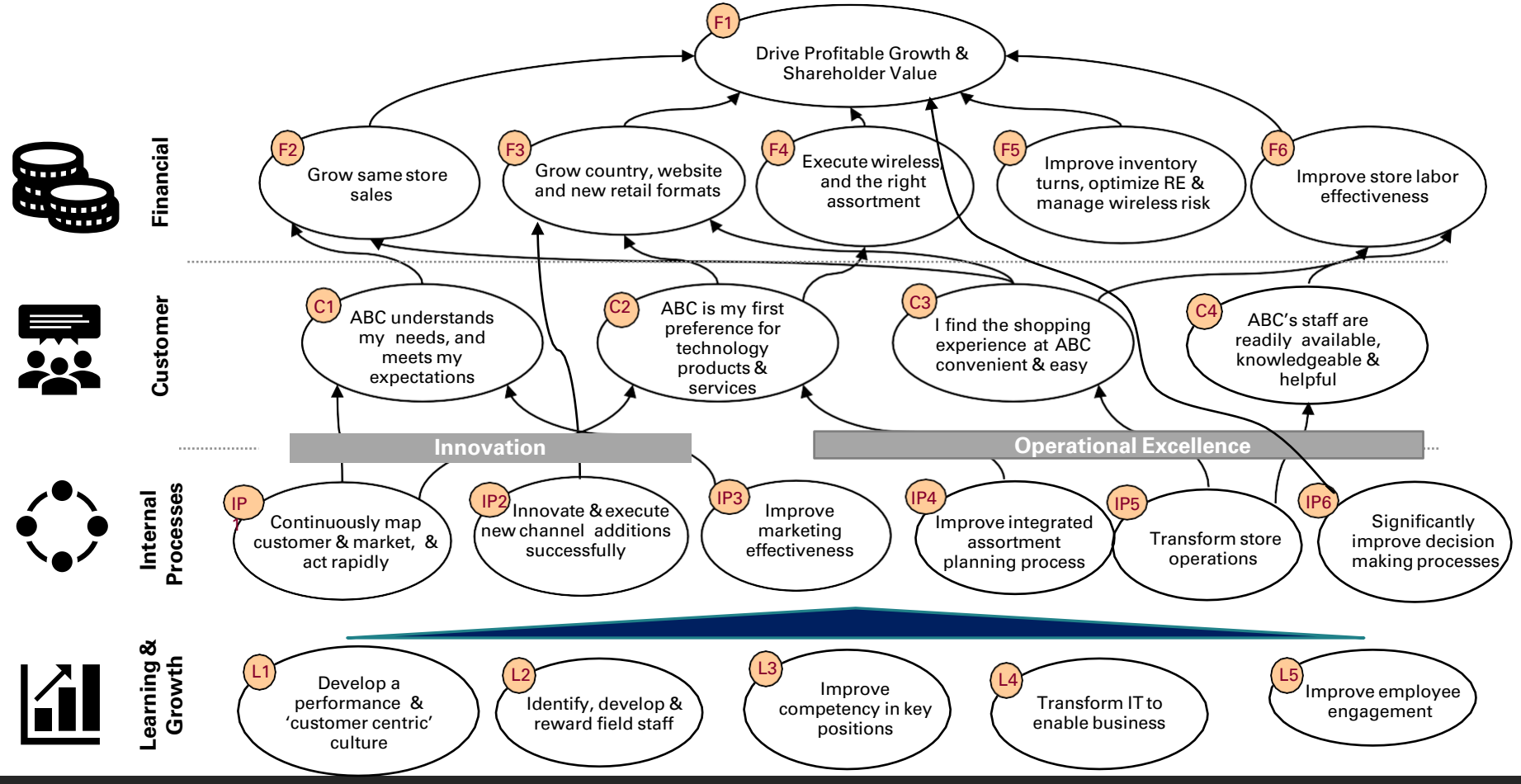RETAIL | STRATEGY MAP