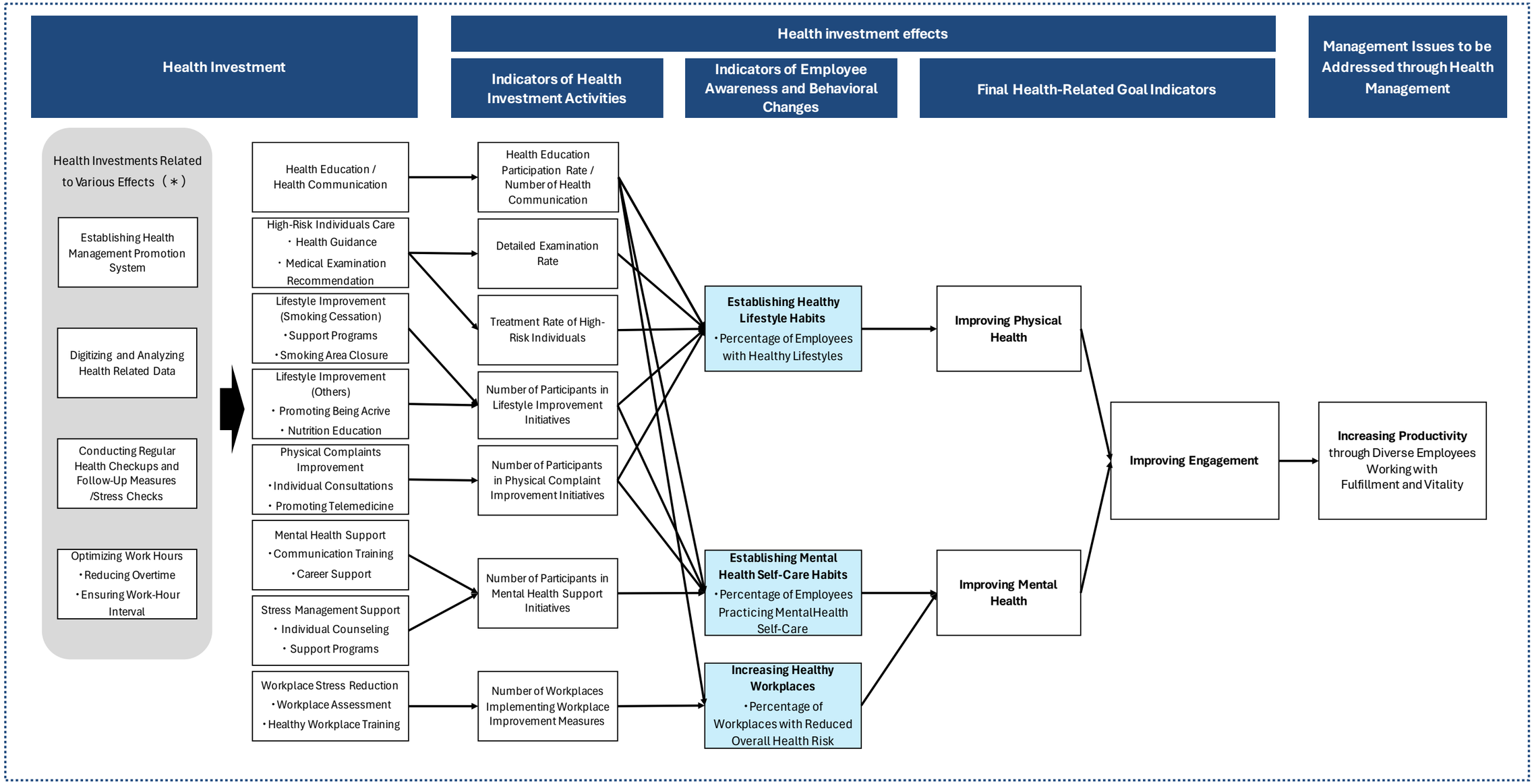【Strategy Map】