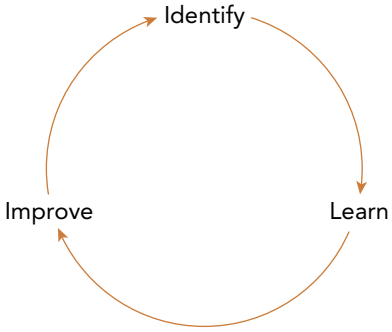The Impact Cycle