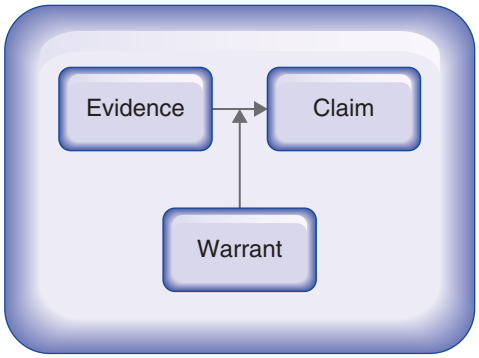Figure 2.1 The Simple Argument