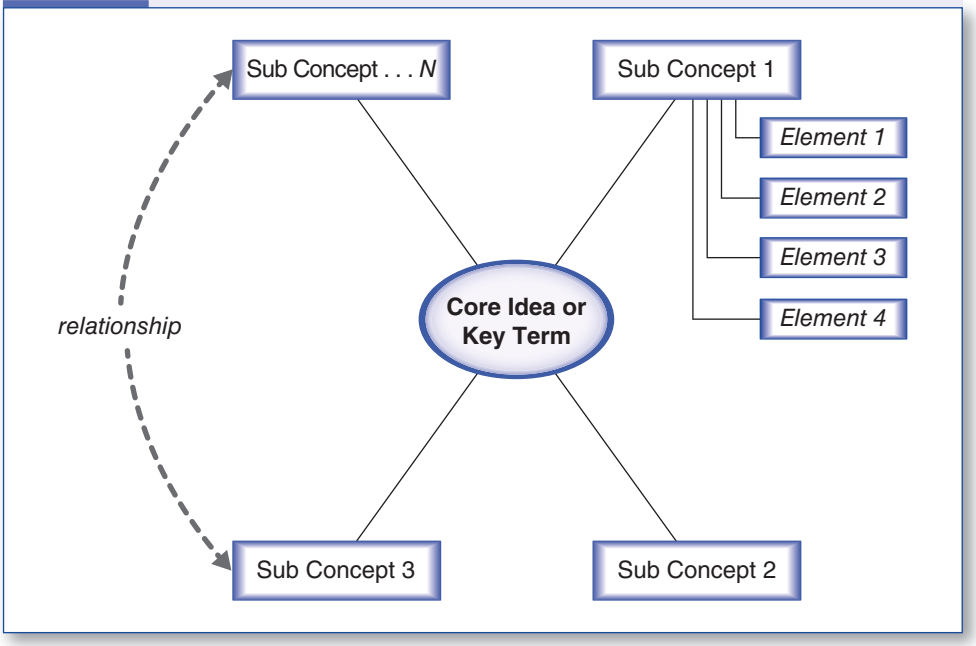Figure 3.9 Core Idea Map