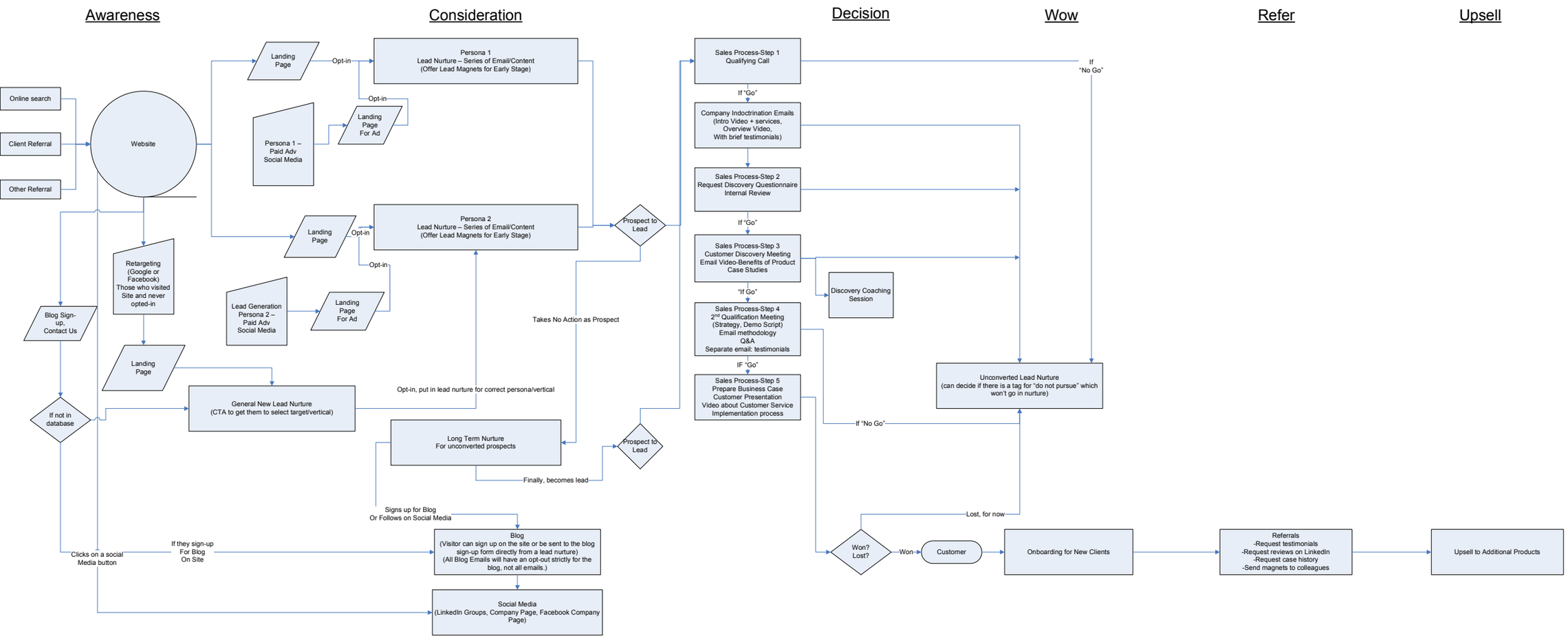Marketing Process Schematic