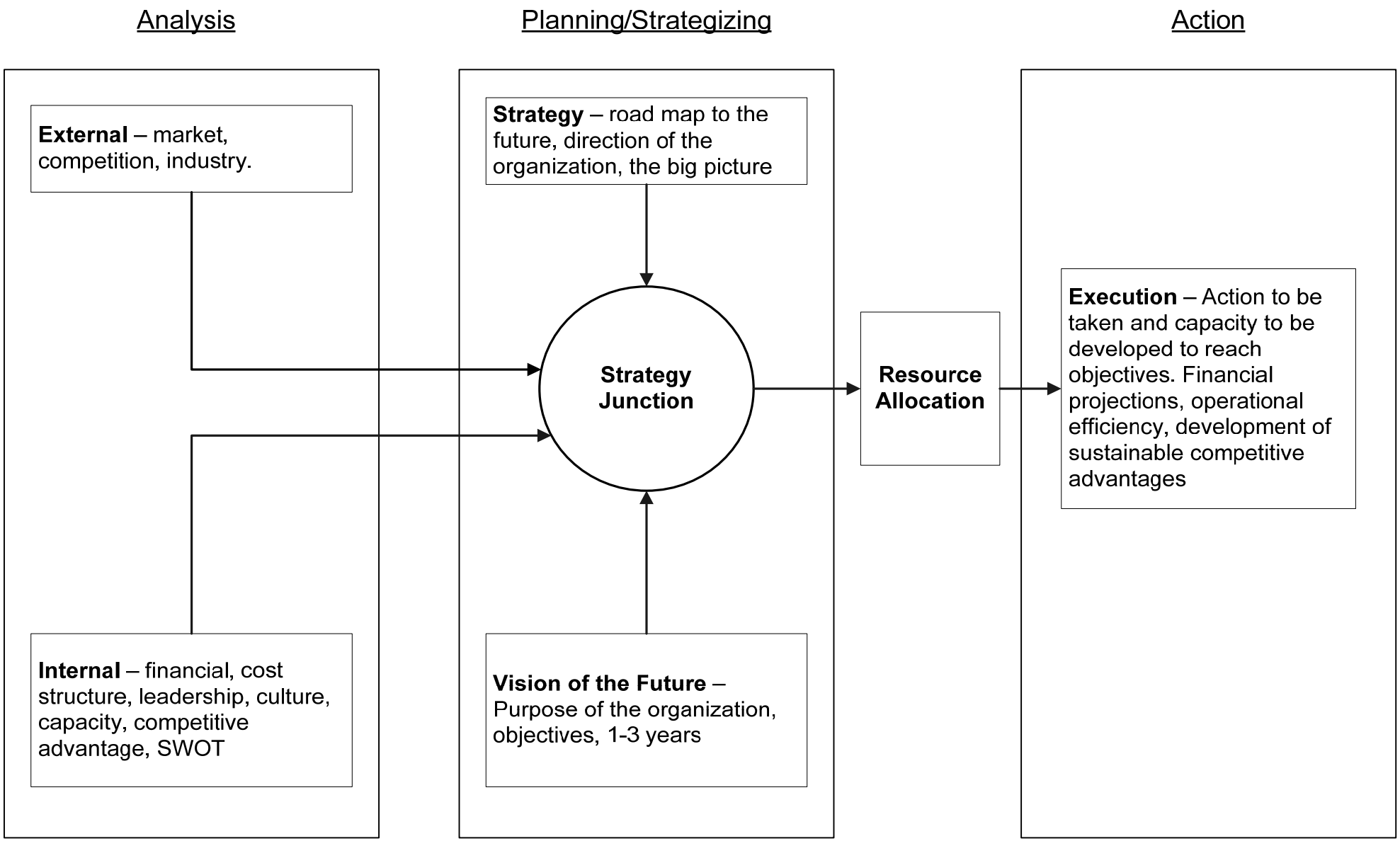# The Strategic Process in a Nutshell