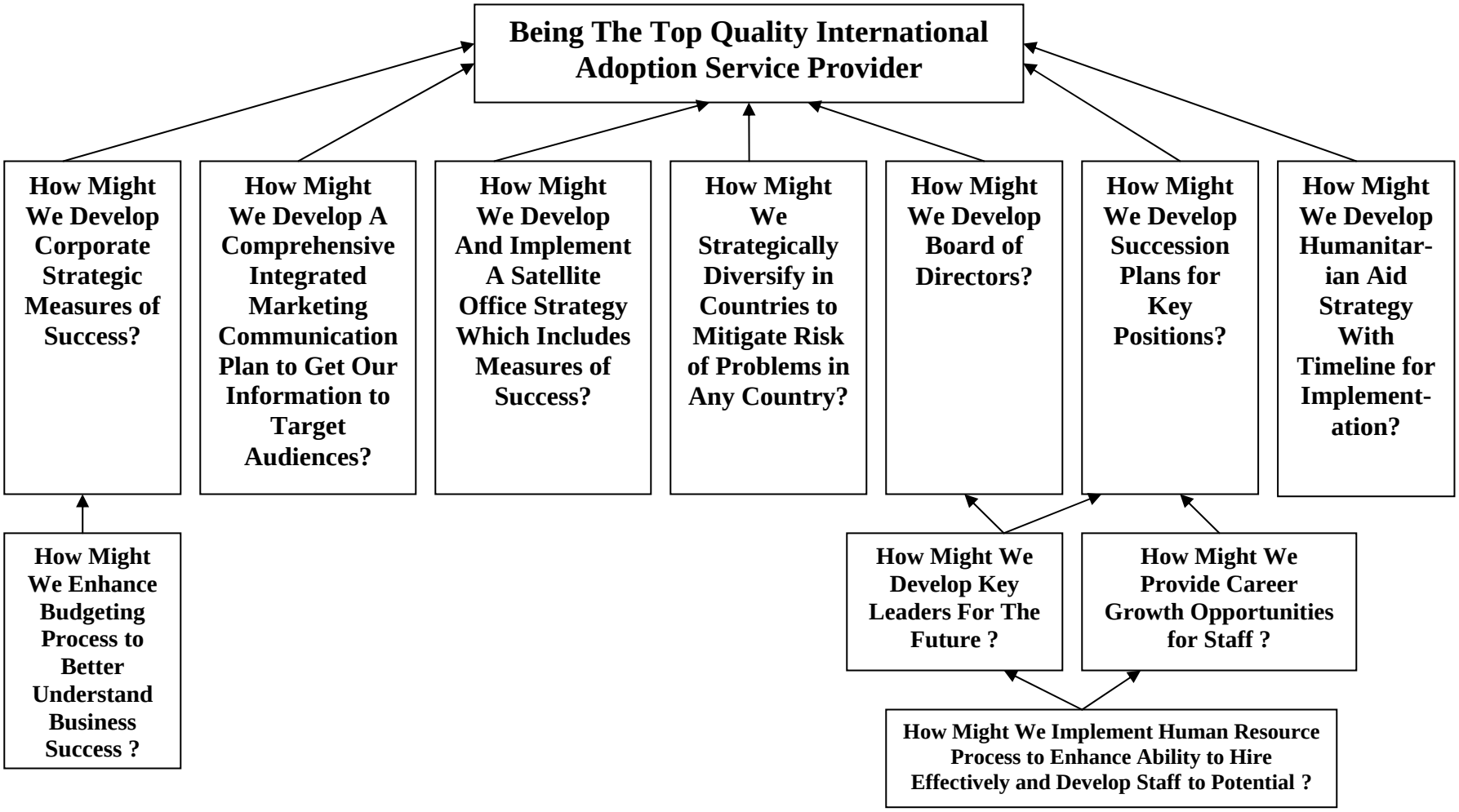FTIA Strategic Map