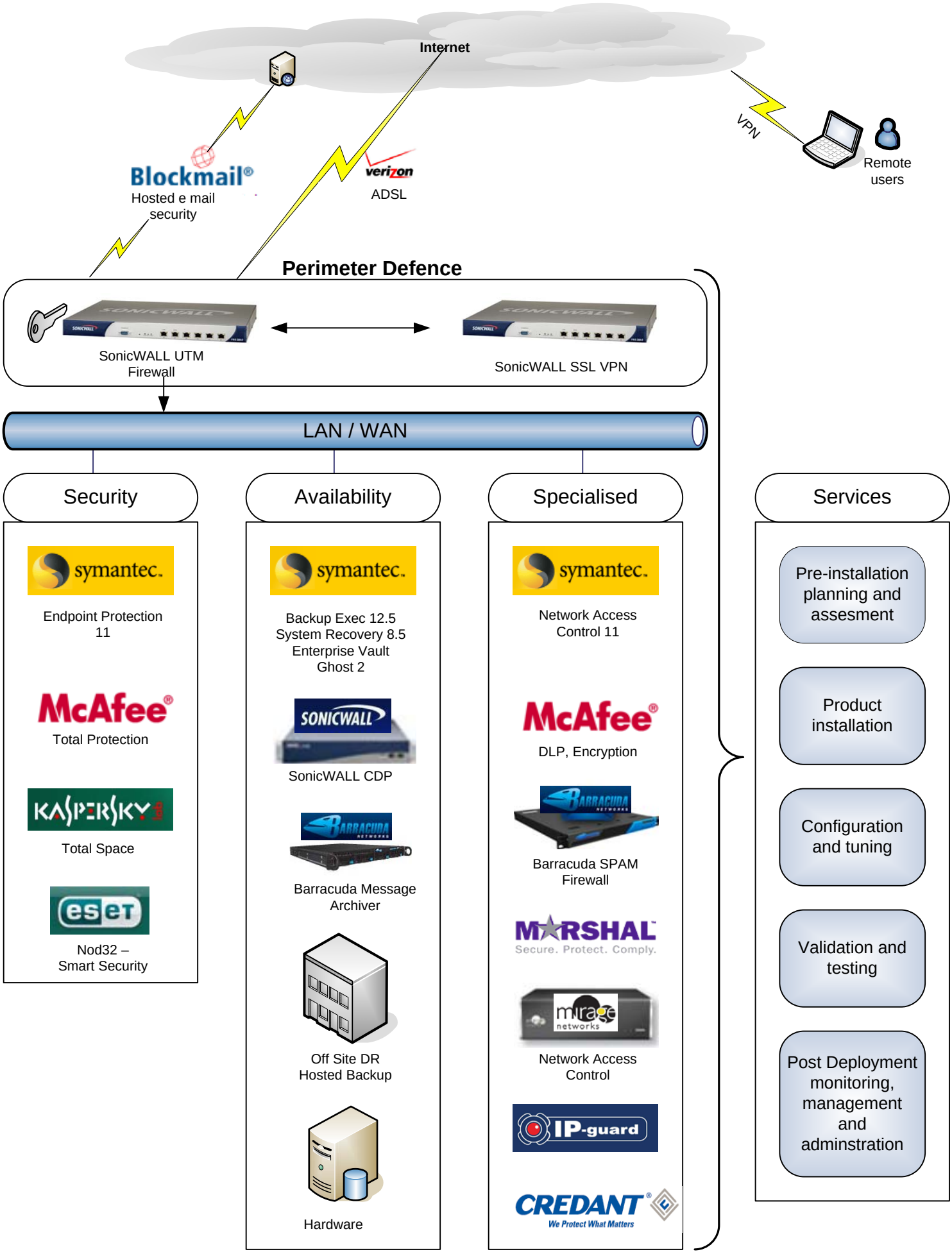Product Positioning