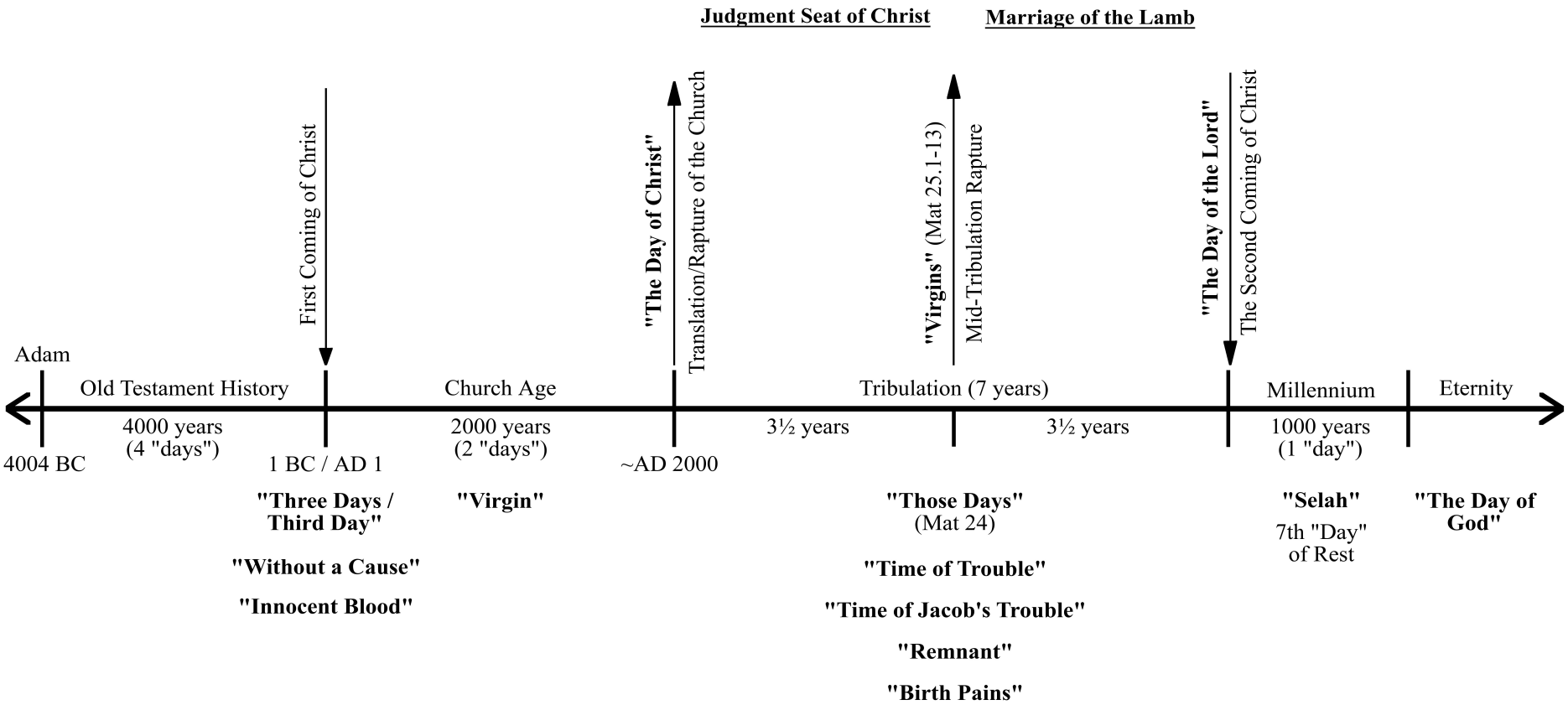Key Words & Phrases