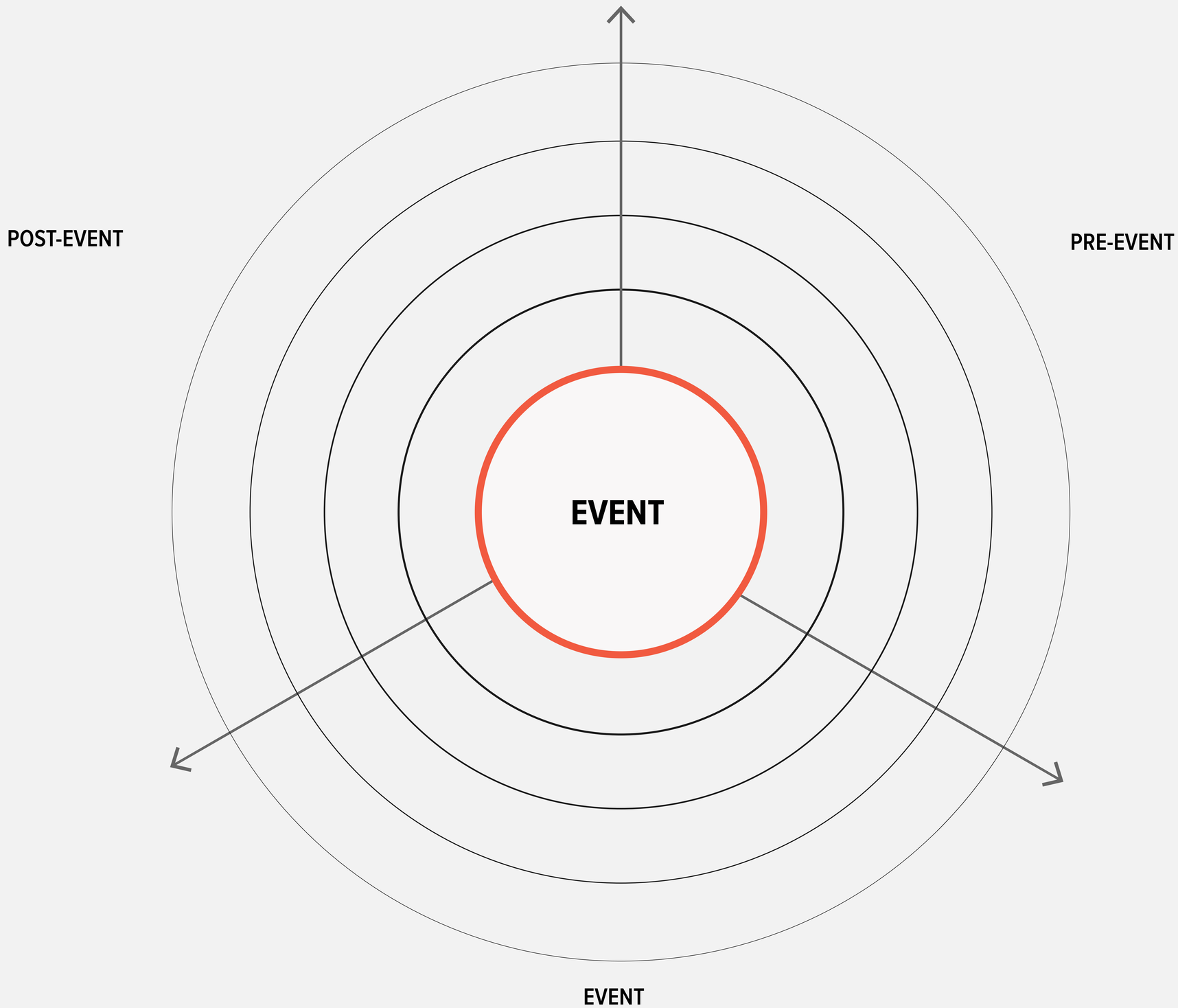STAKEHOLDER ANALYSIS