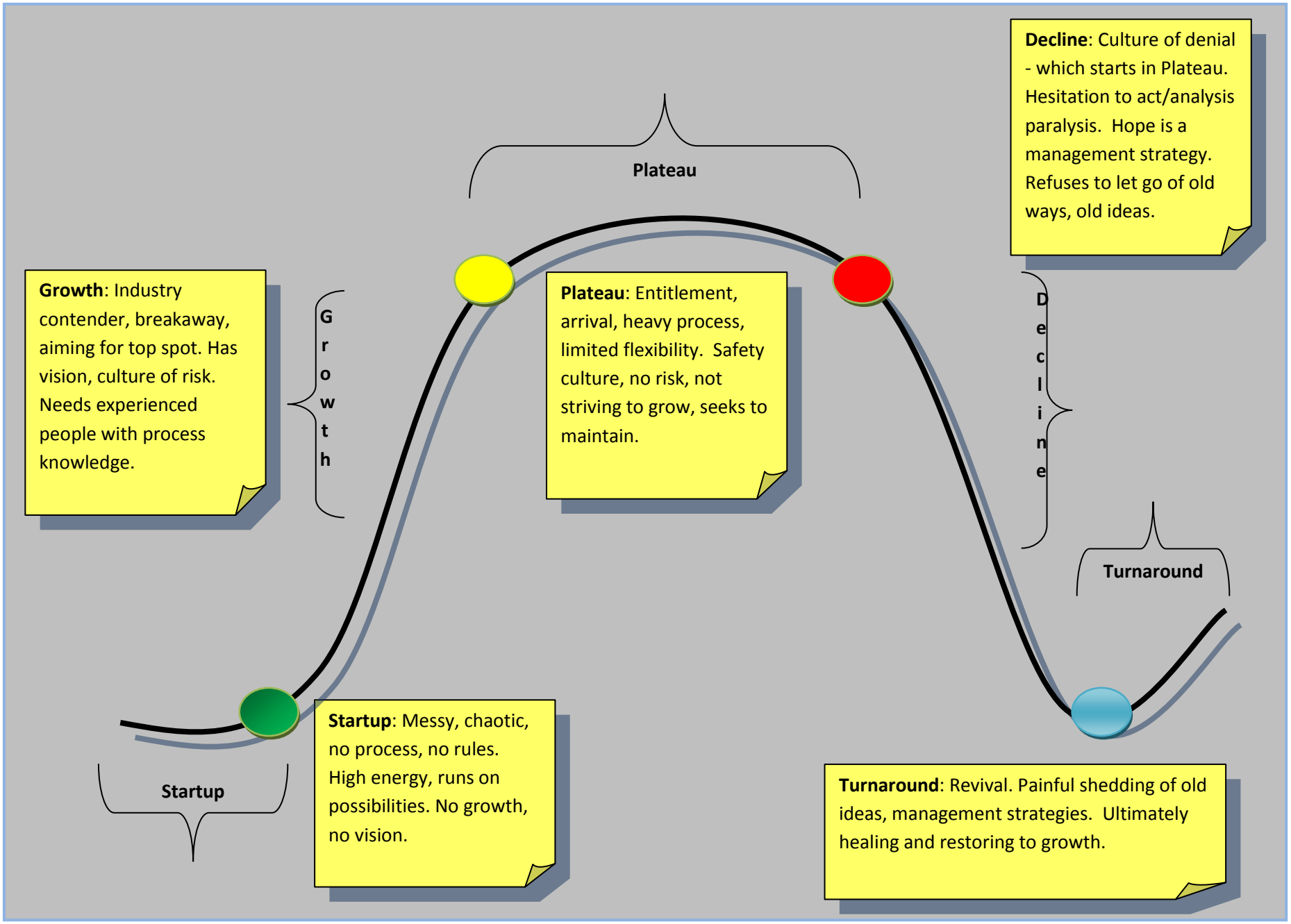Culture of Business Lifecycle