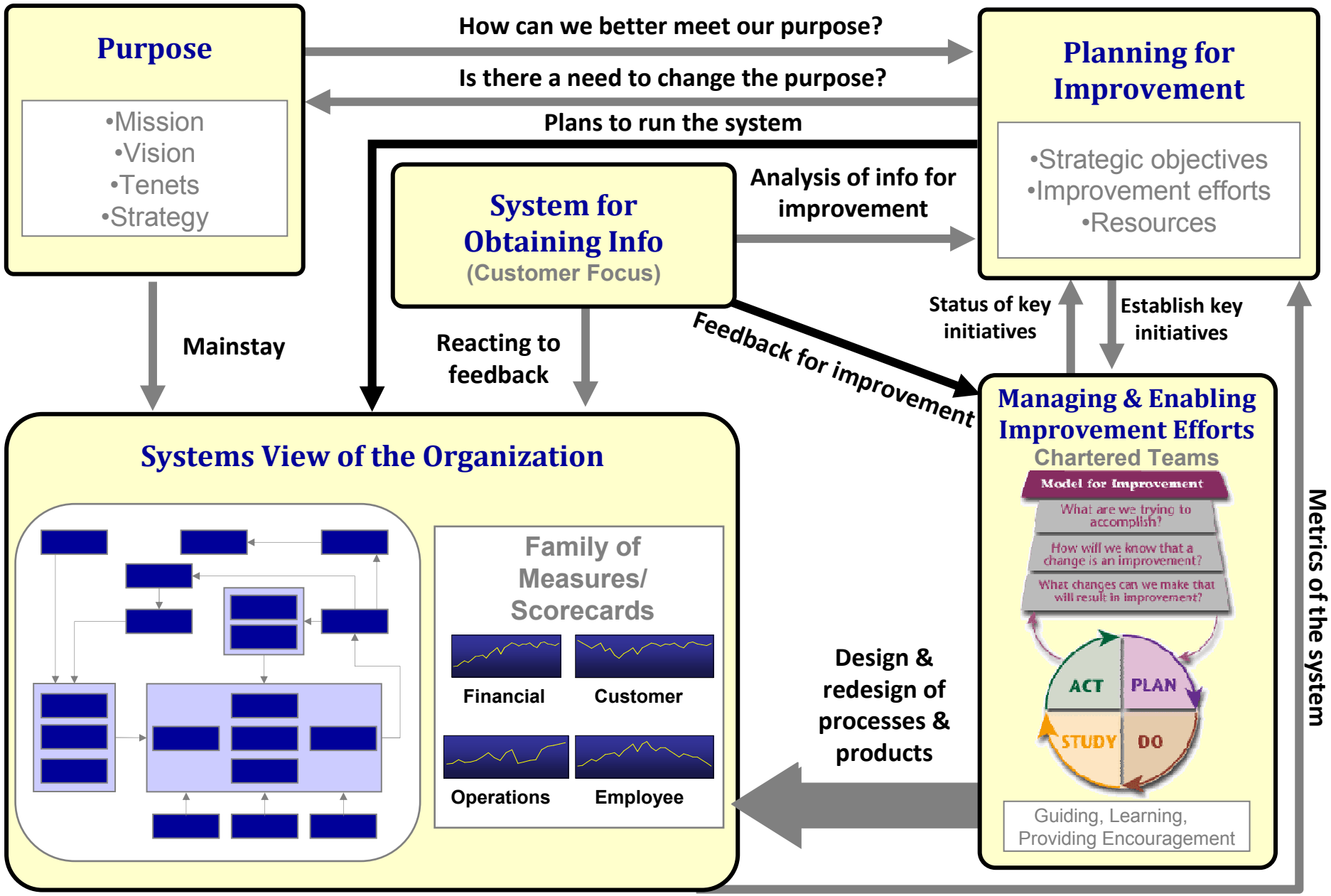Quality as a Business Strategy