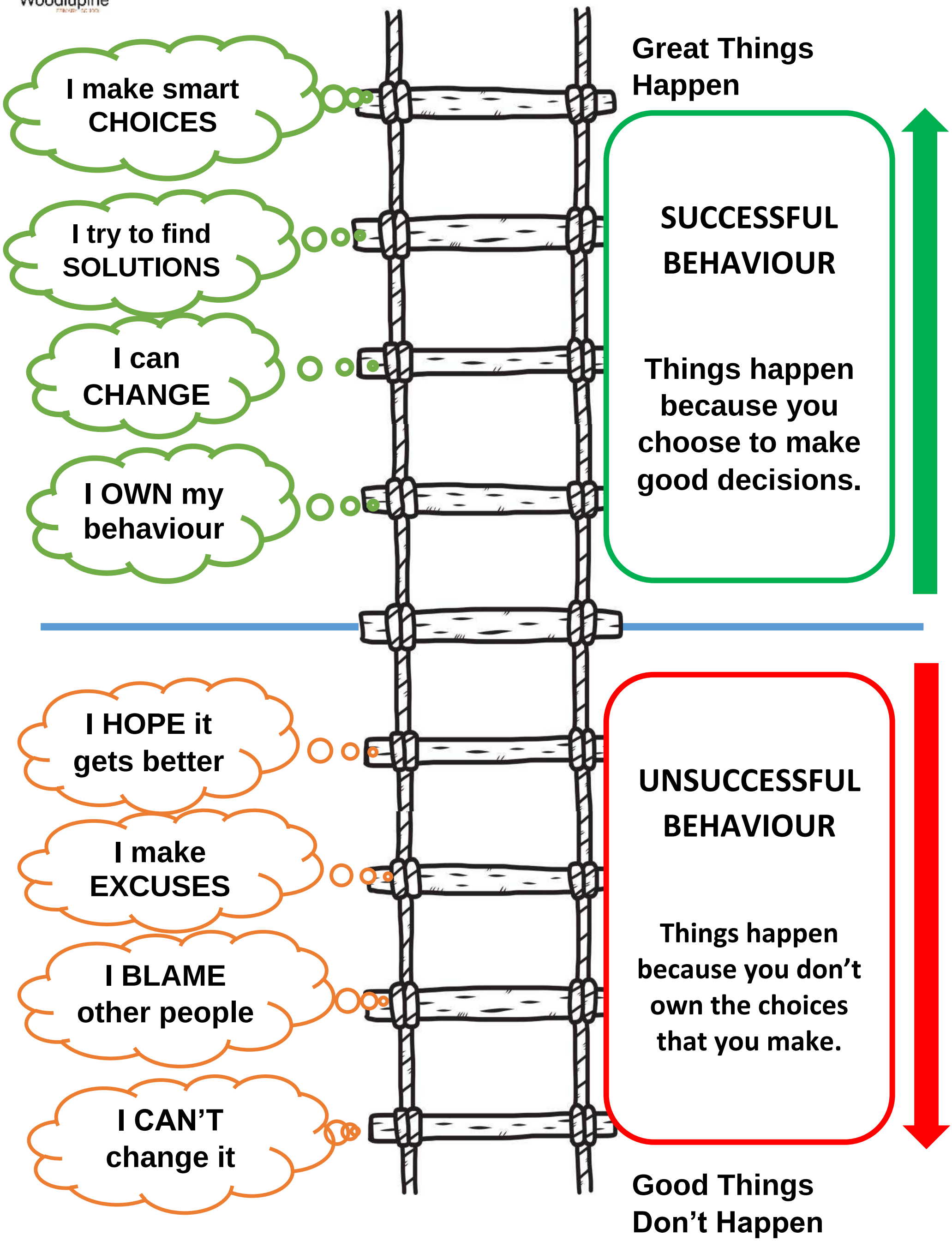LADDER OF SUCCESS