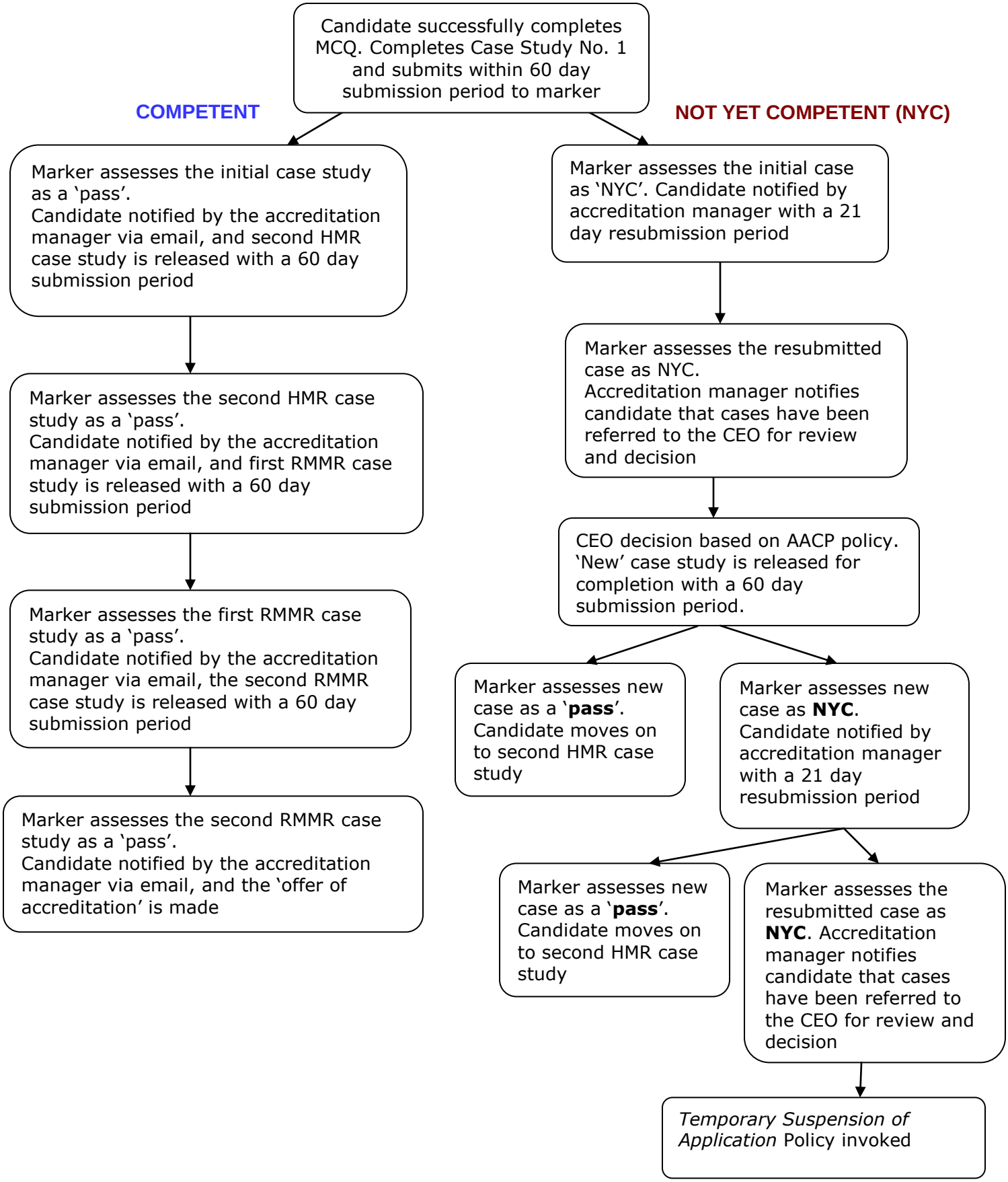The Case Study Process