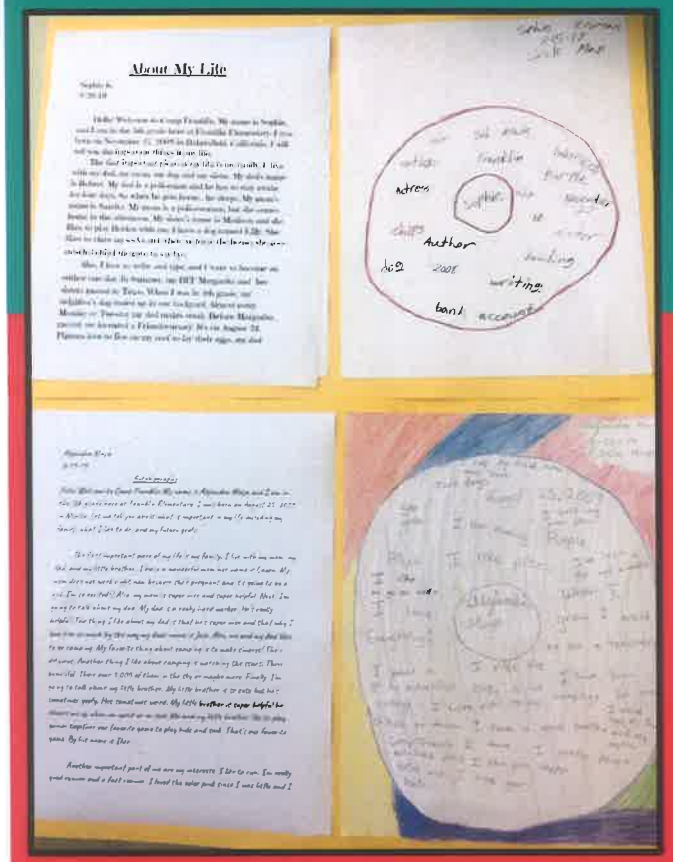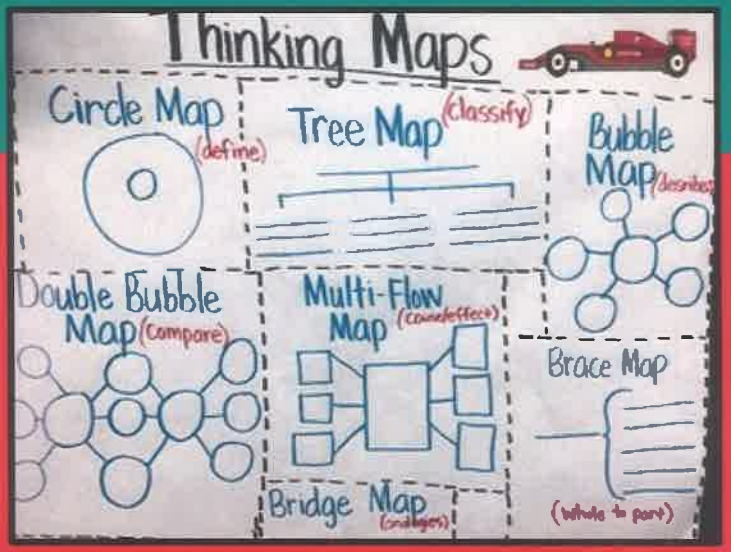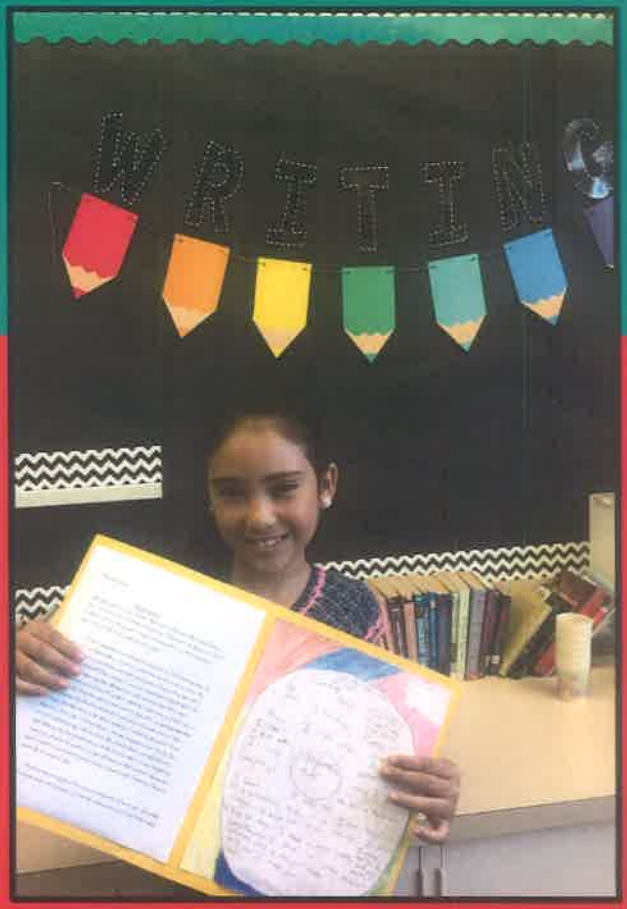Thinking Maps