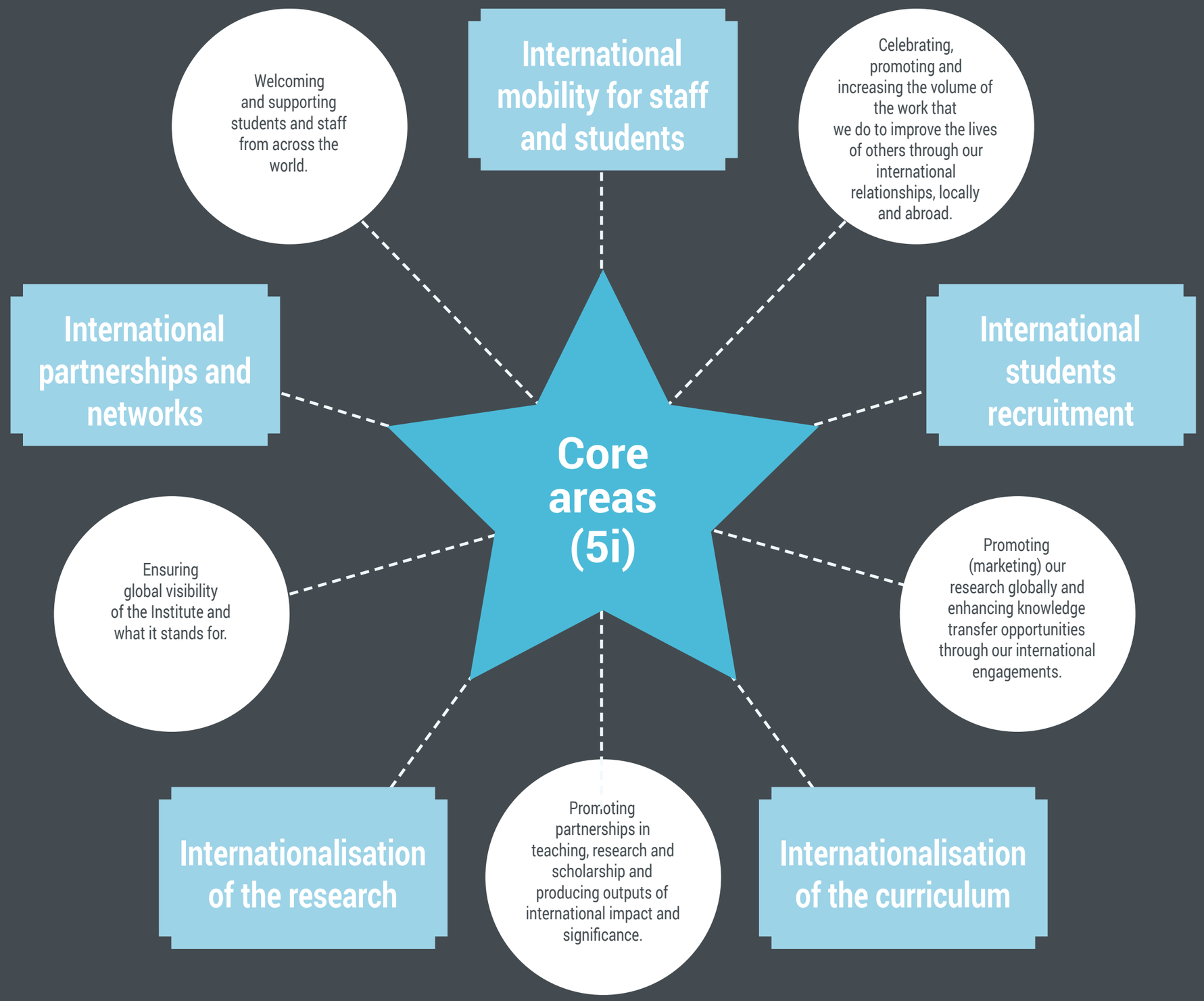PHI International Strategy Map