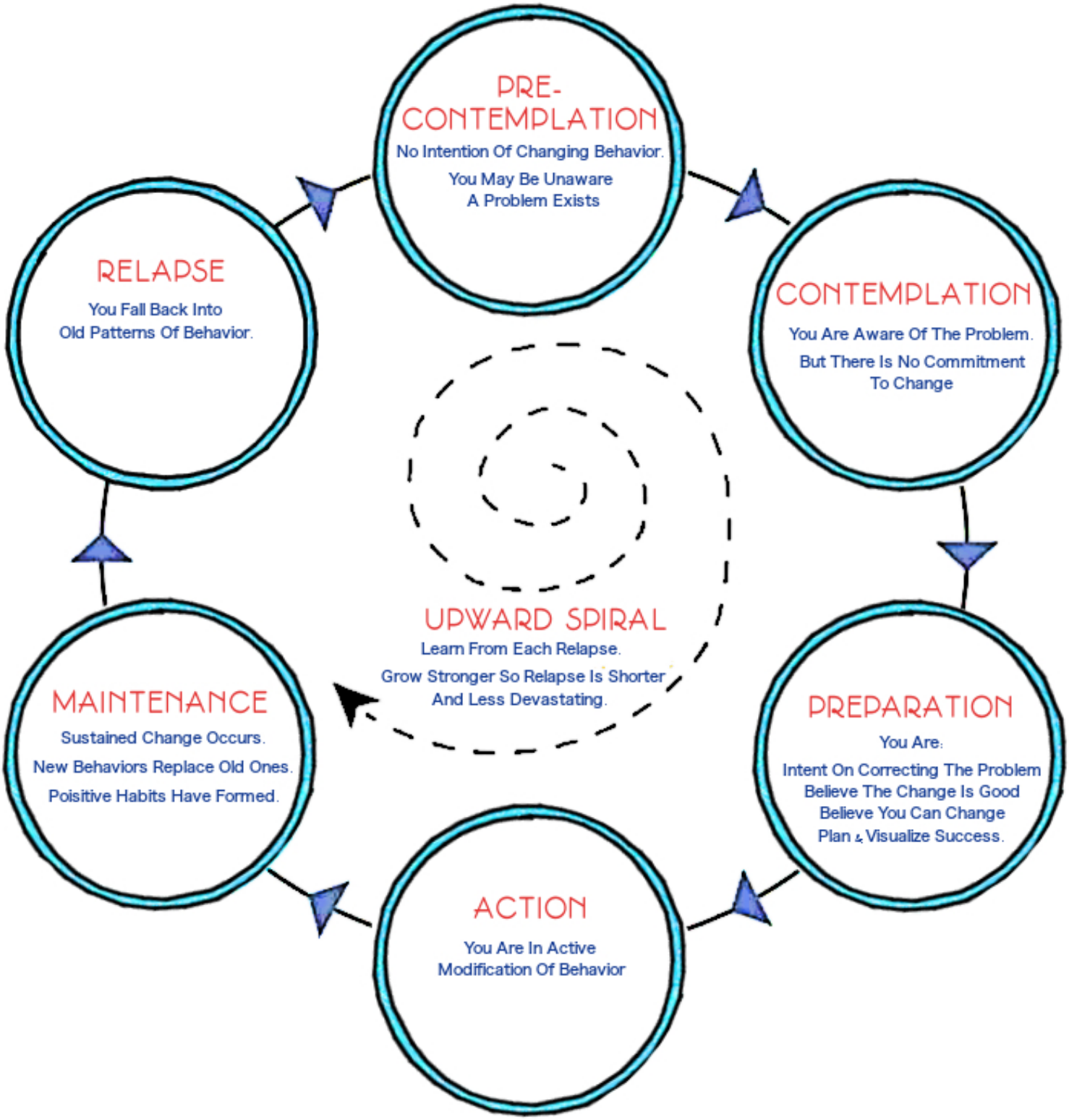THE CYCLE OF CHANGE