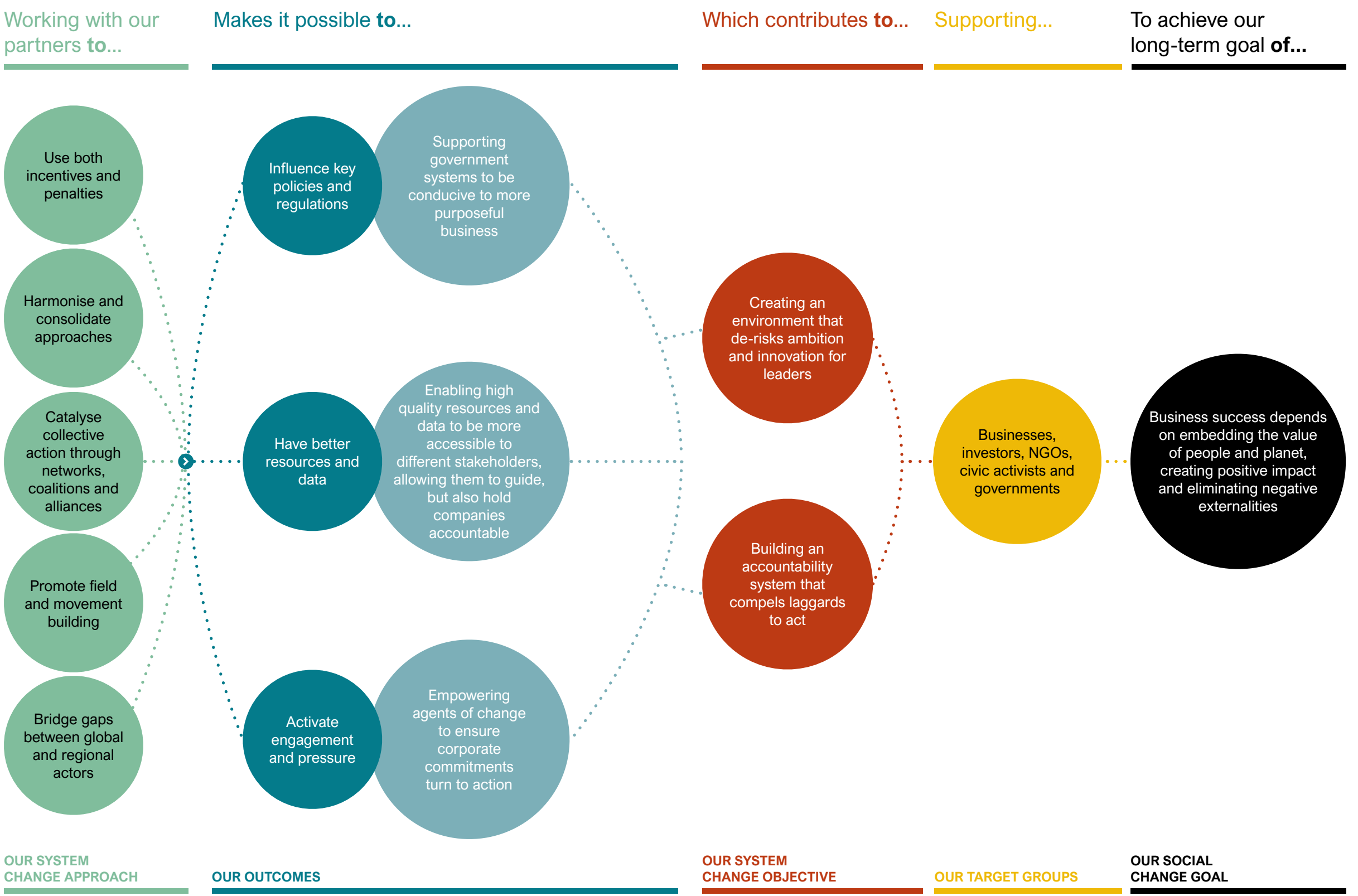Earth: Purposeful Business