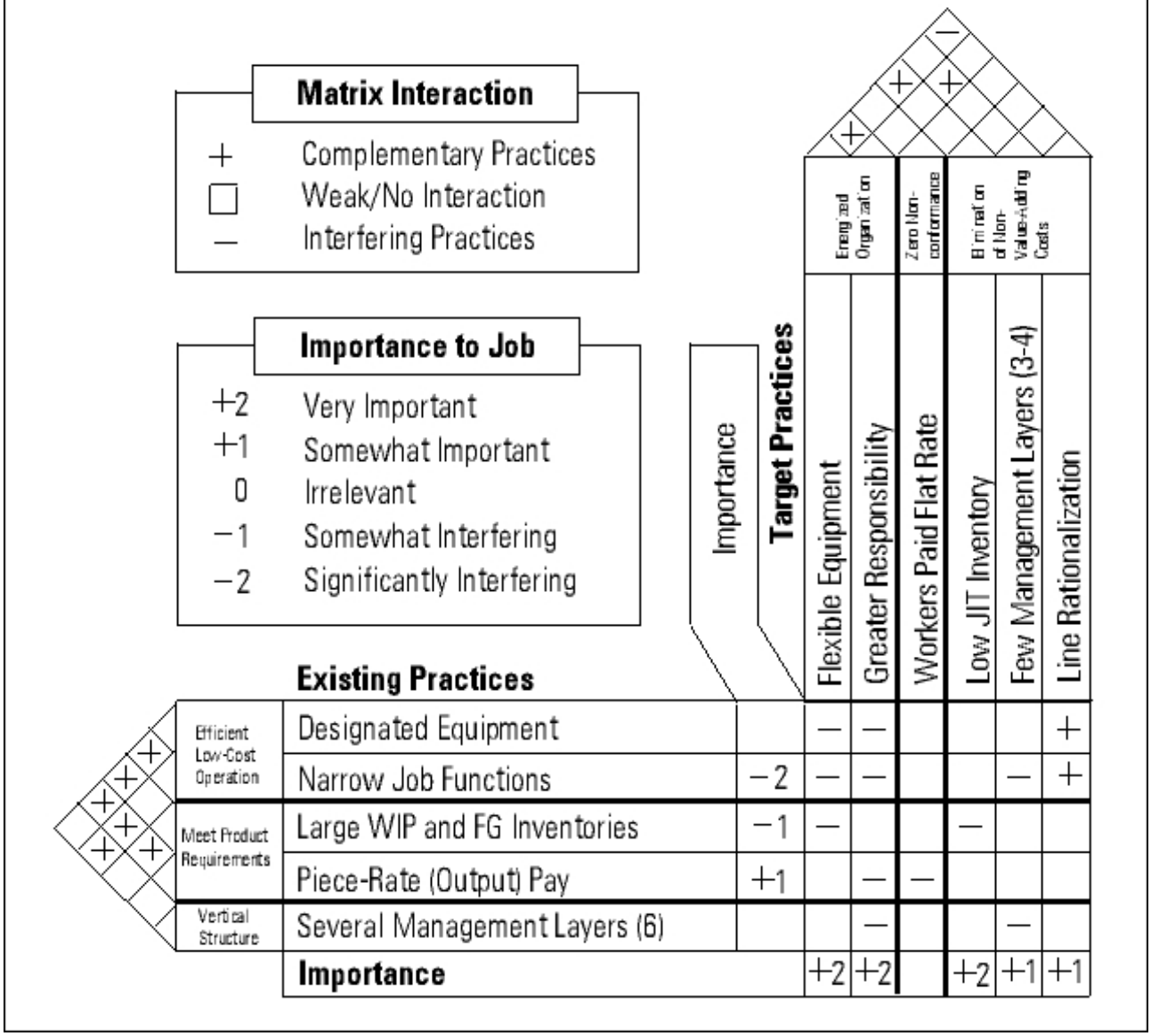Figure 4 The Matrix of Change