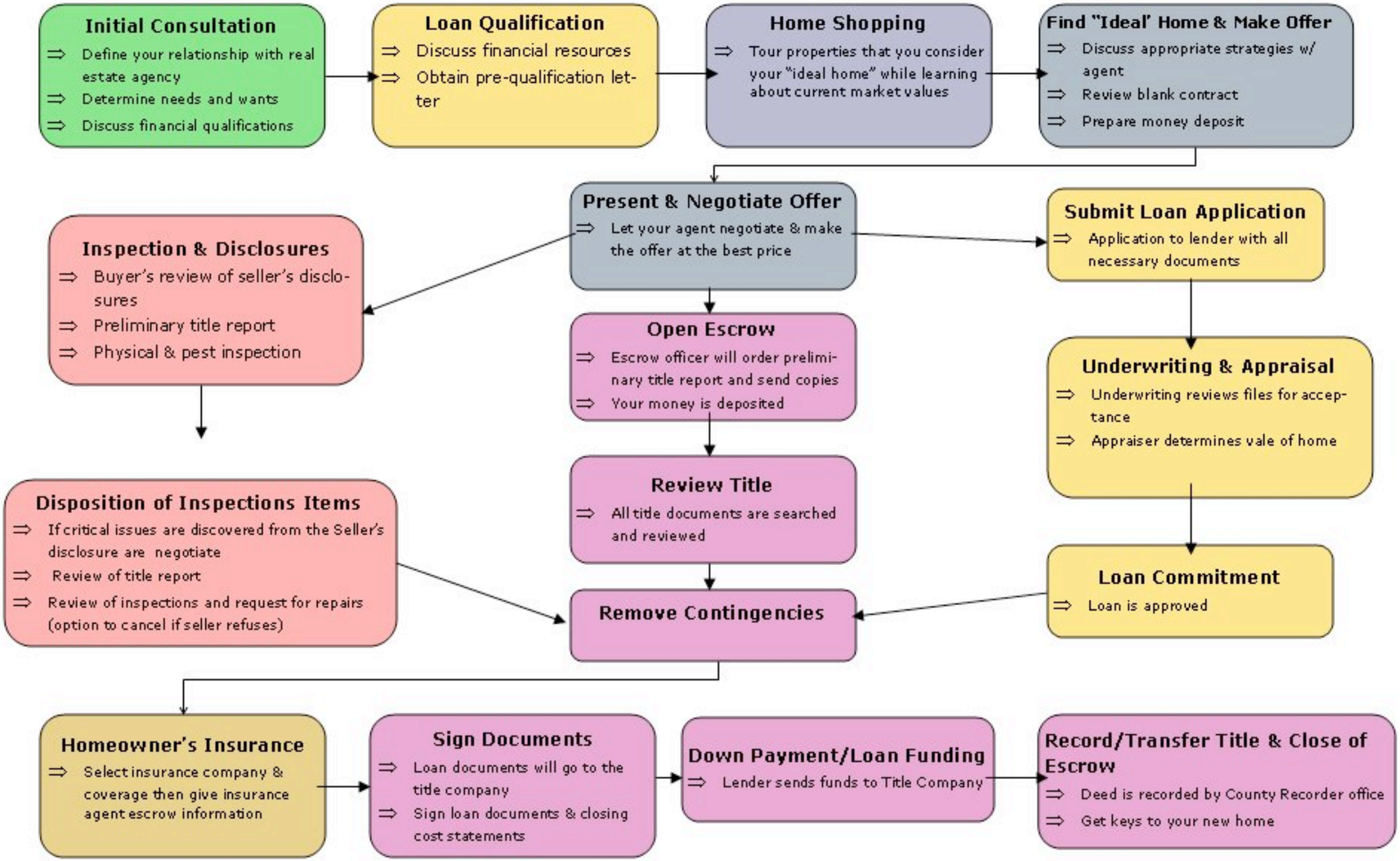The Buying Process