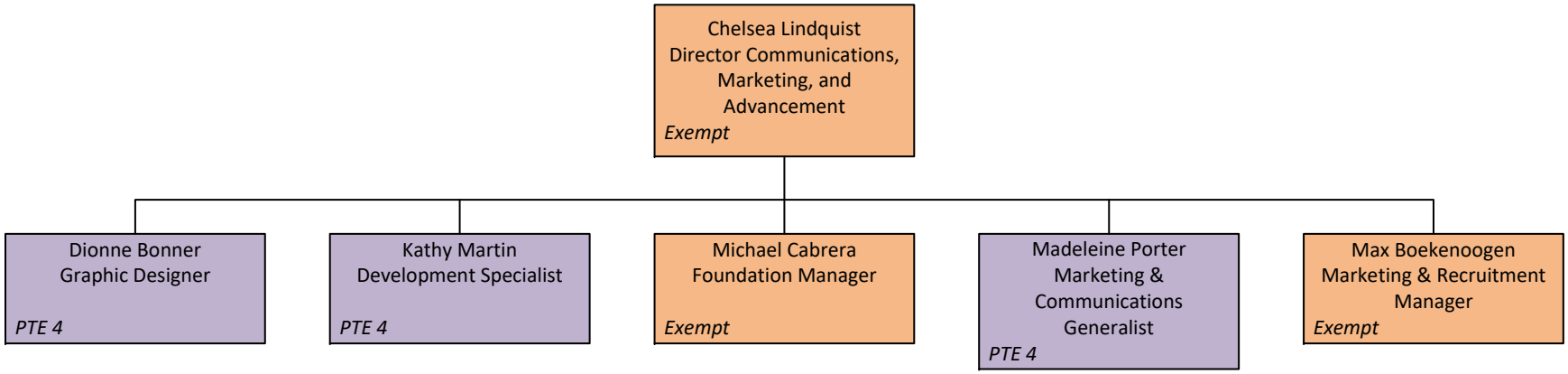Communications, Marketing, and Advancement