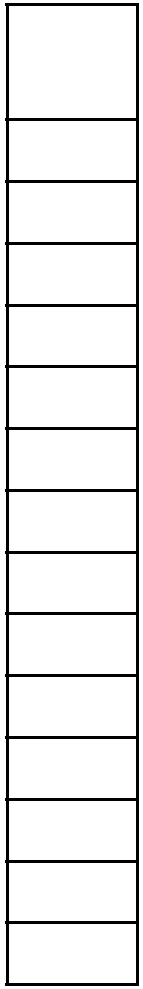2019 EMBA