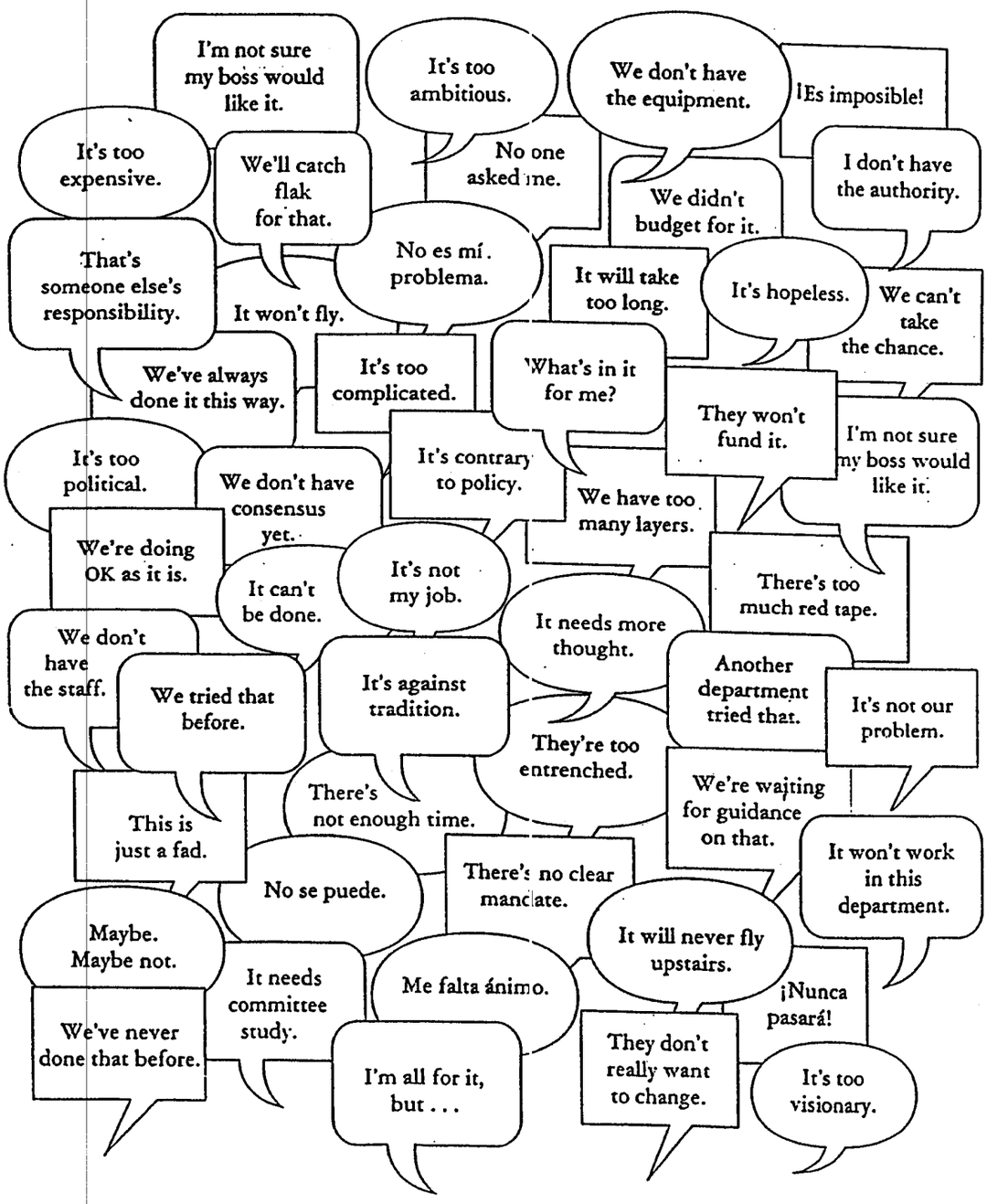50 Reasons Not To Change