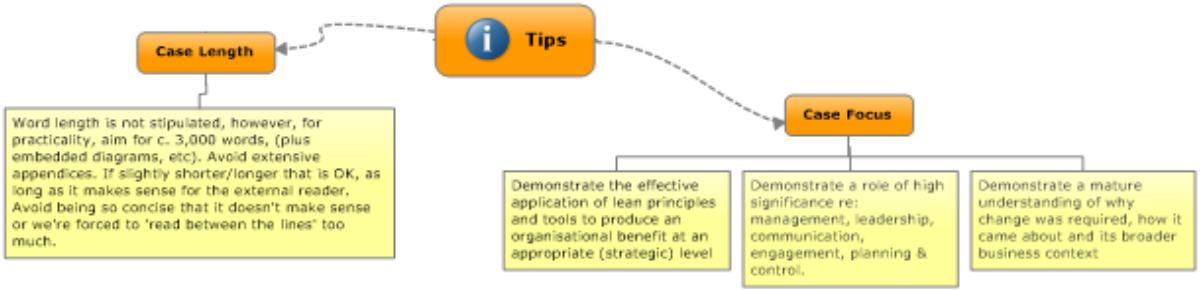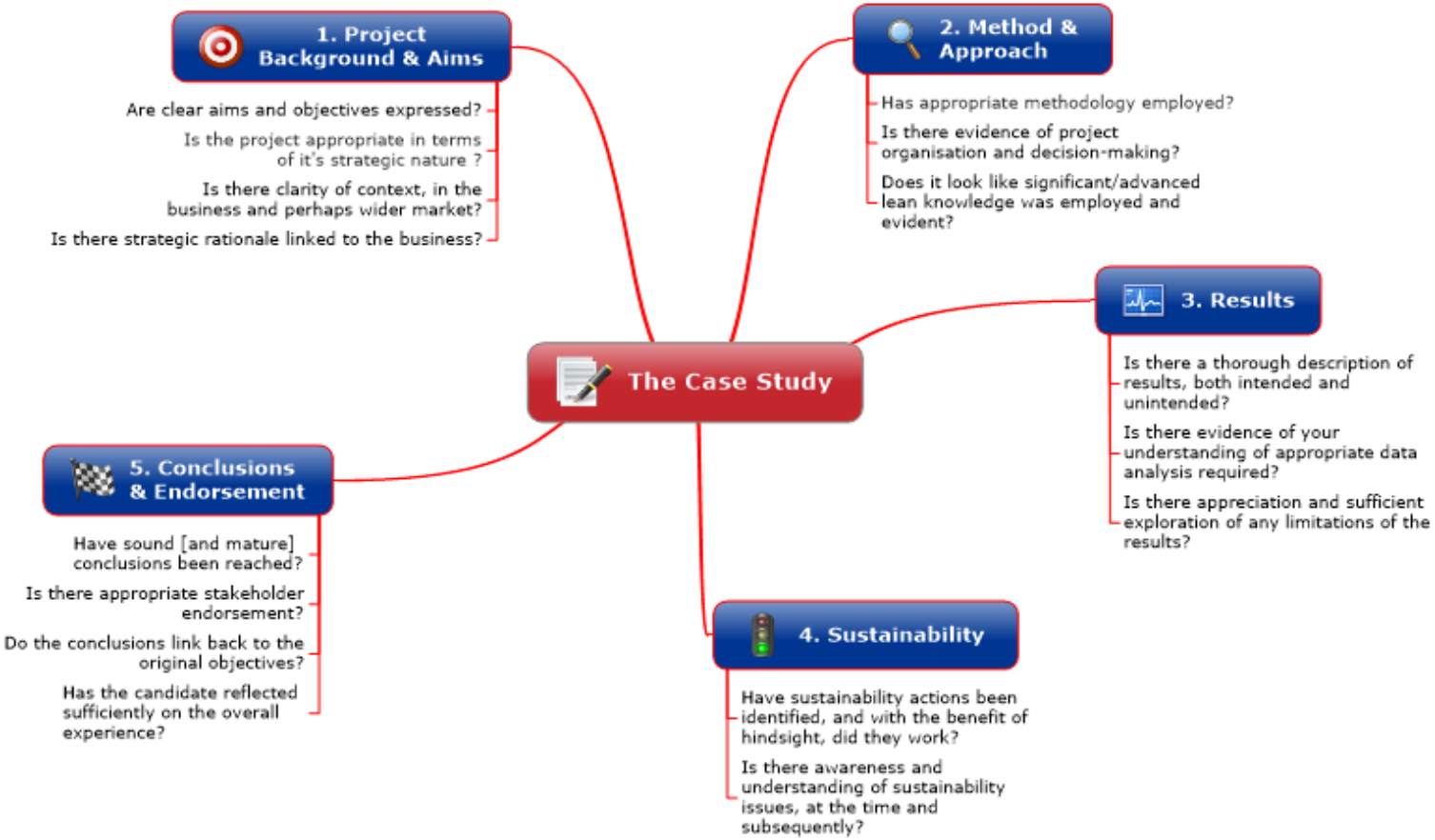The Case Study – Key Questions