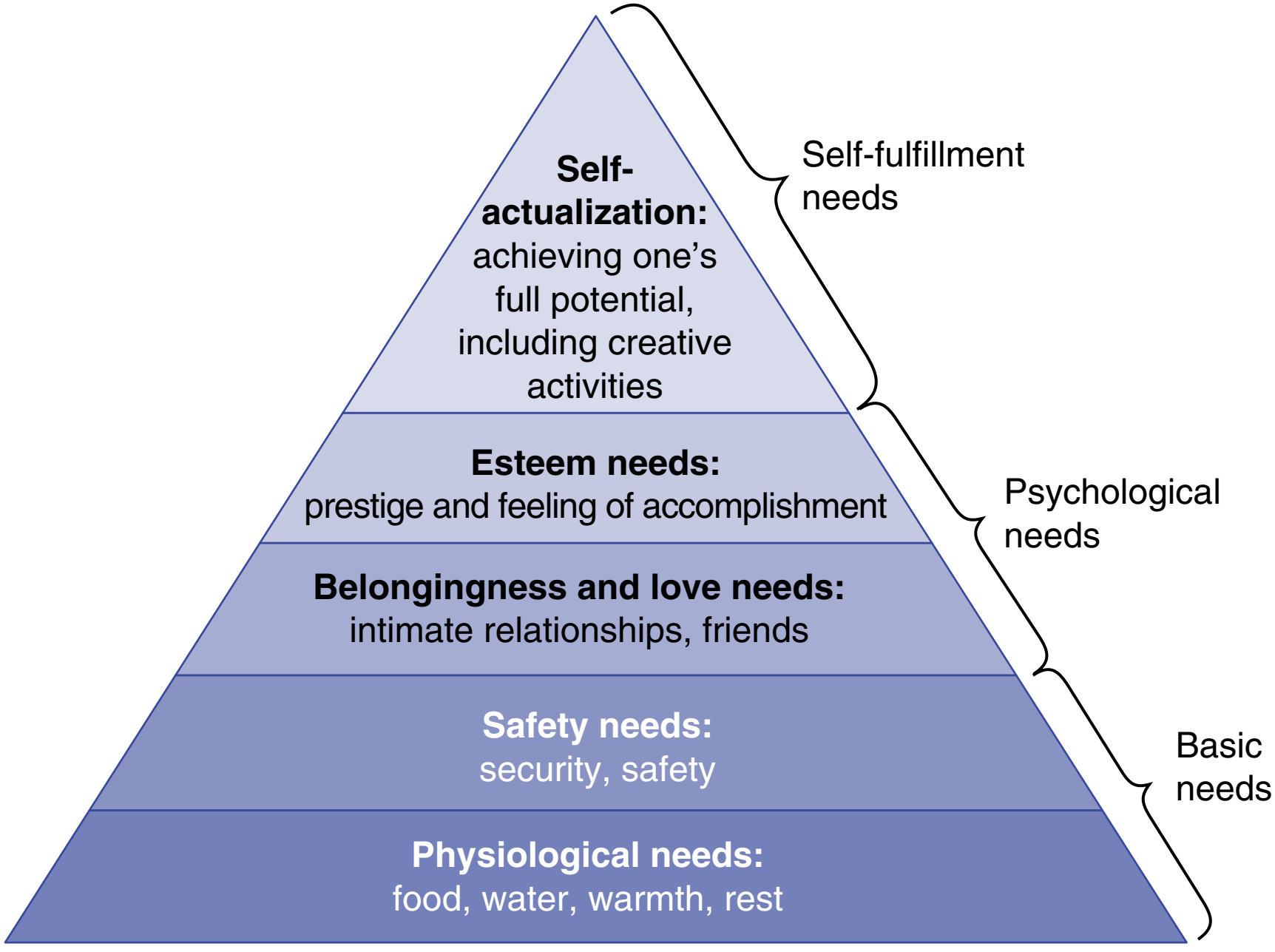
FIGURE 11.1

MASLOW'S HIERARCHY OF NEEDS