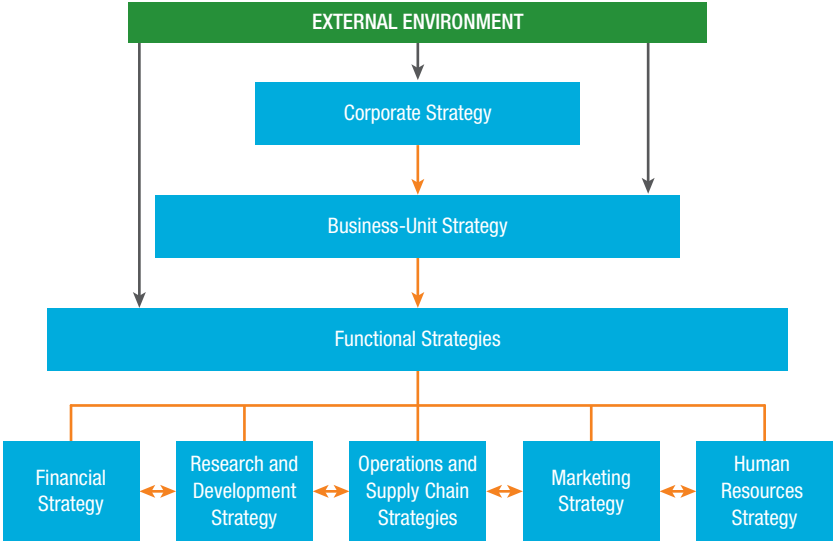FIGURE 2.1: Strategic Planning Levels