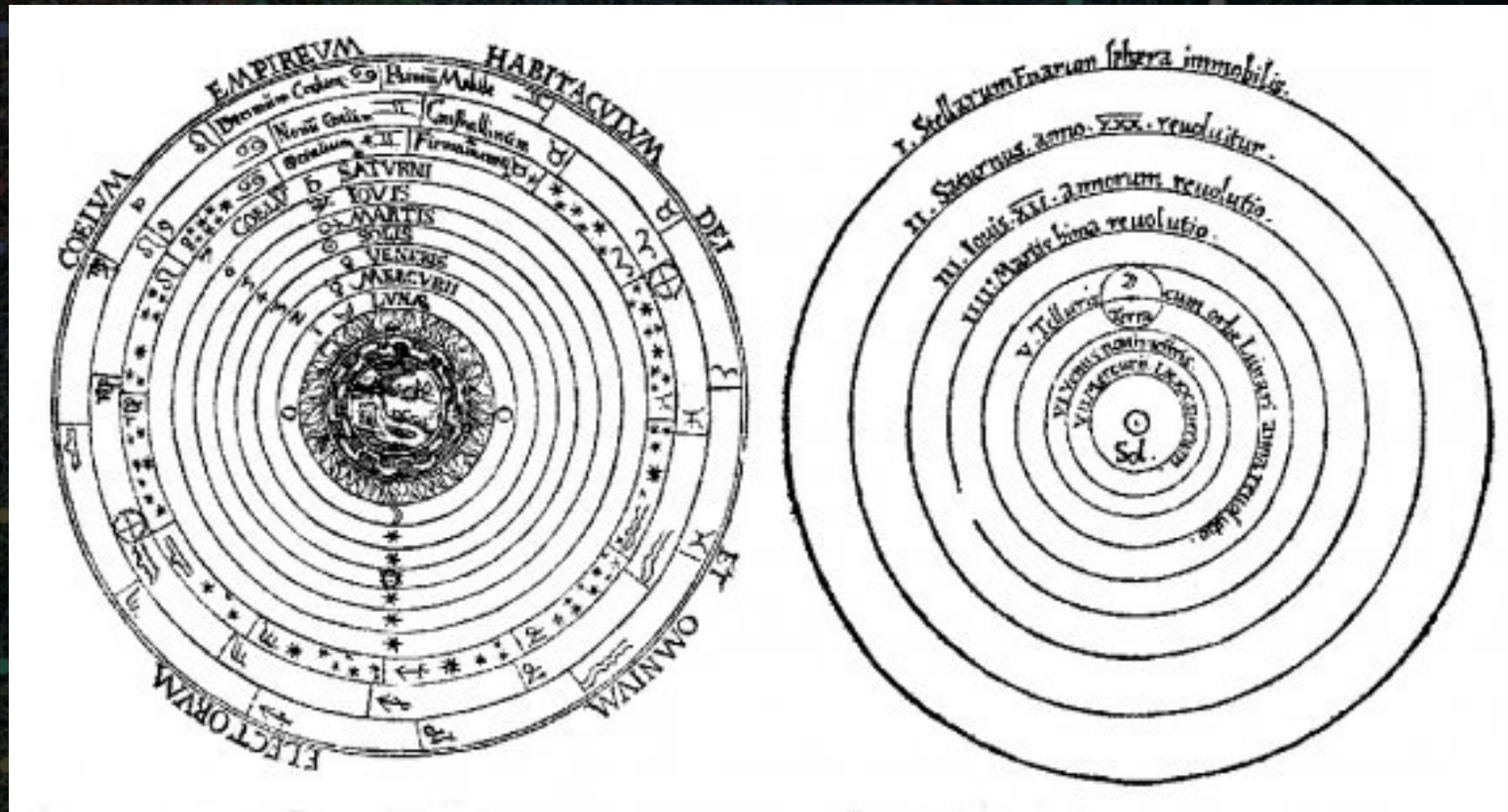"All models are wrong, but some are useful."
-George Box

WHY DO WE MODEL?