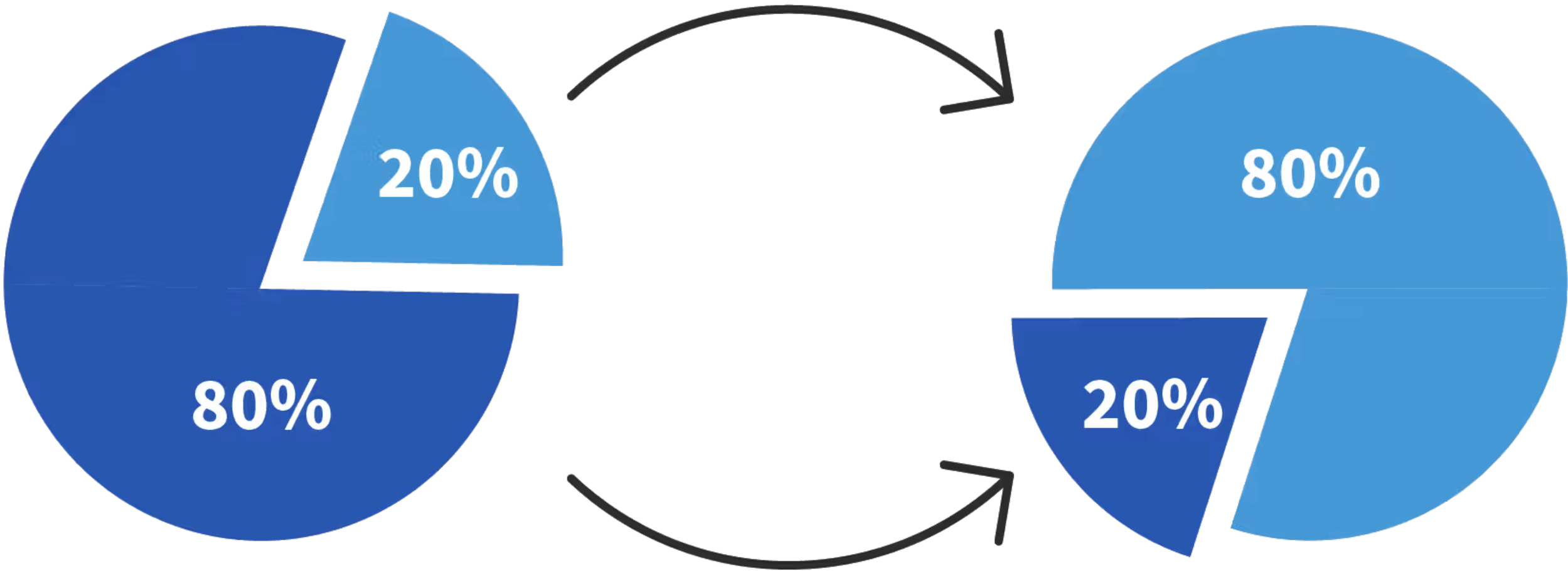Pareto Principle