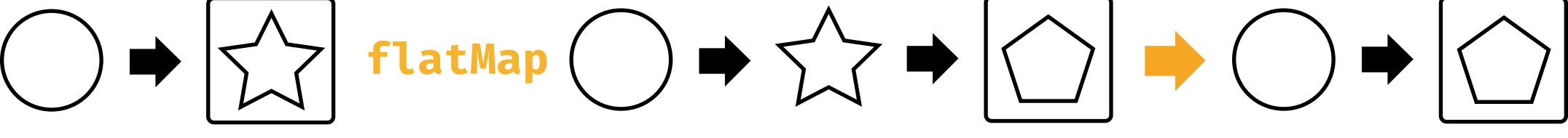A => F[B]   map   B => C   A => F[C]
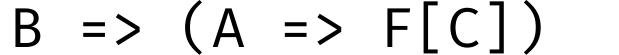
A => F[B]   flatMap   B => (A => F[C])   A => F[C]