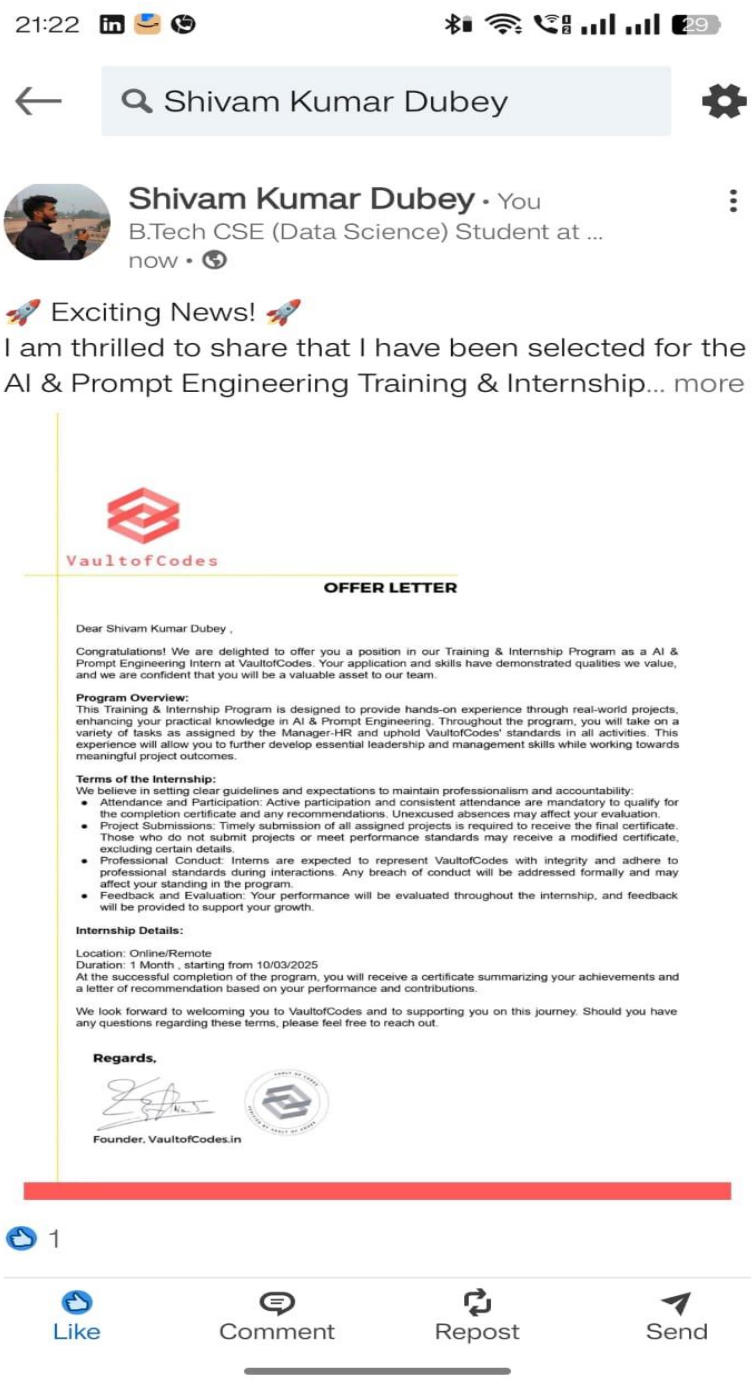Post link: [LinkedIn]