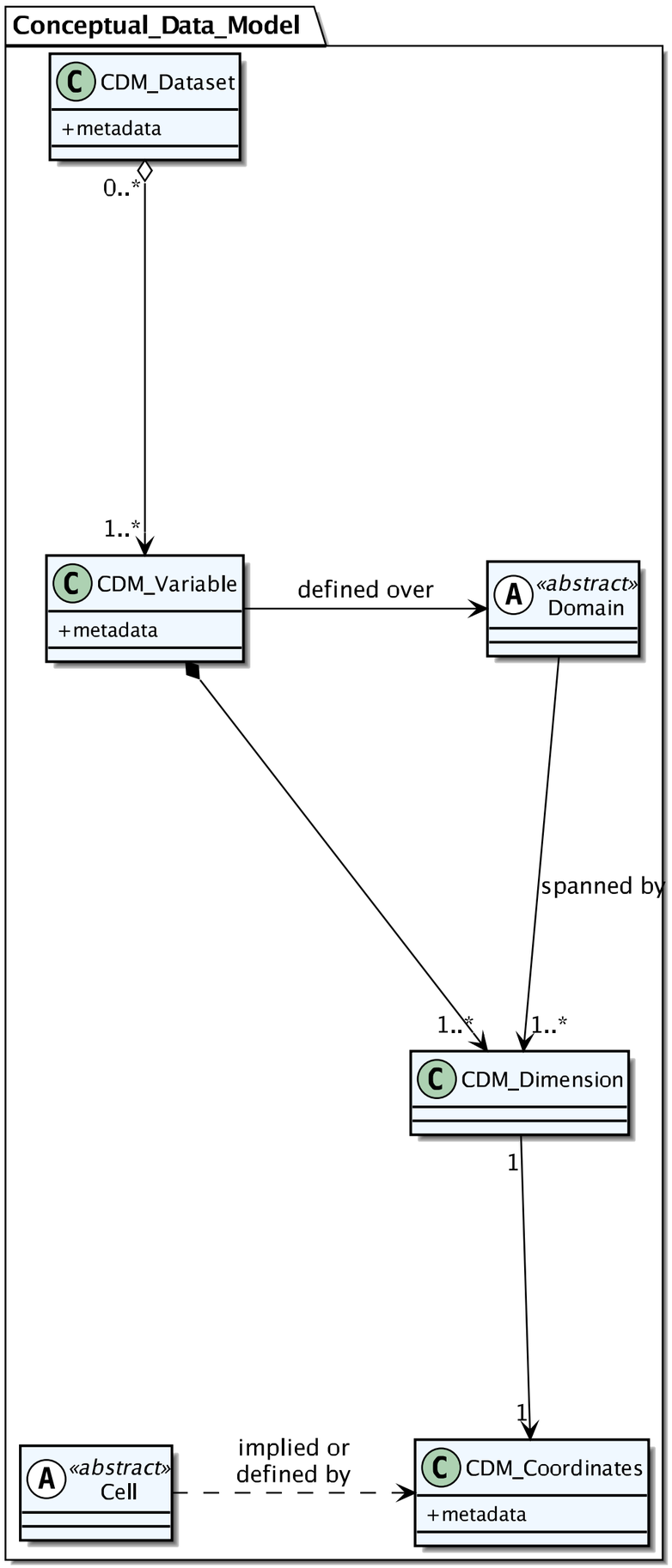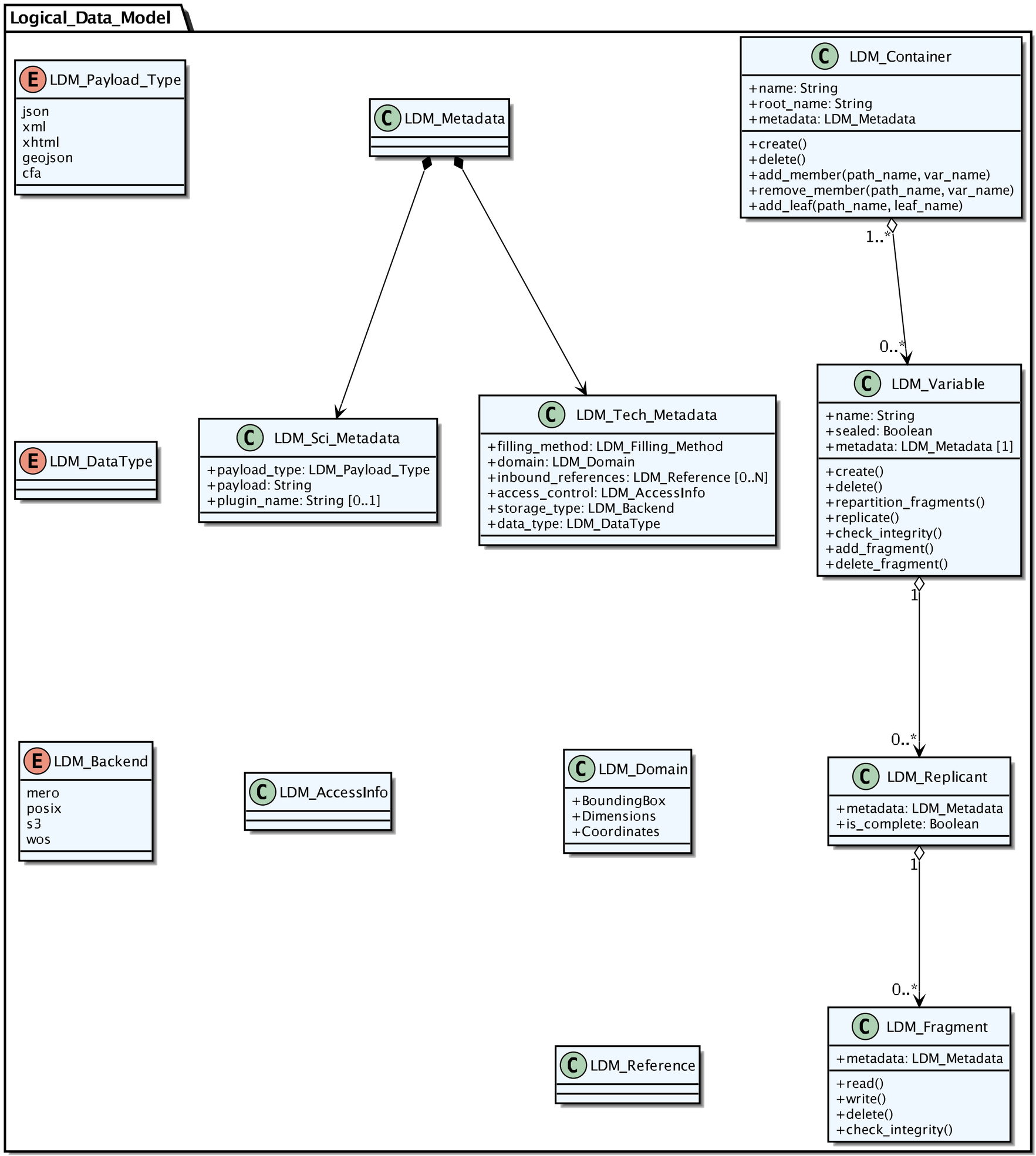Conceptual and Logical Data Models