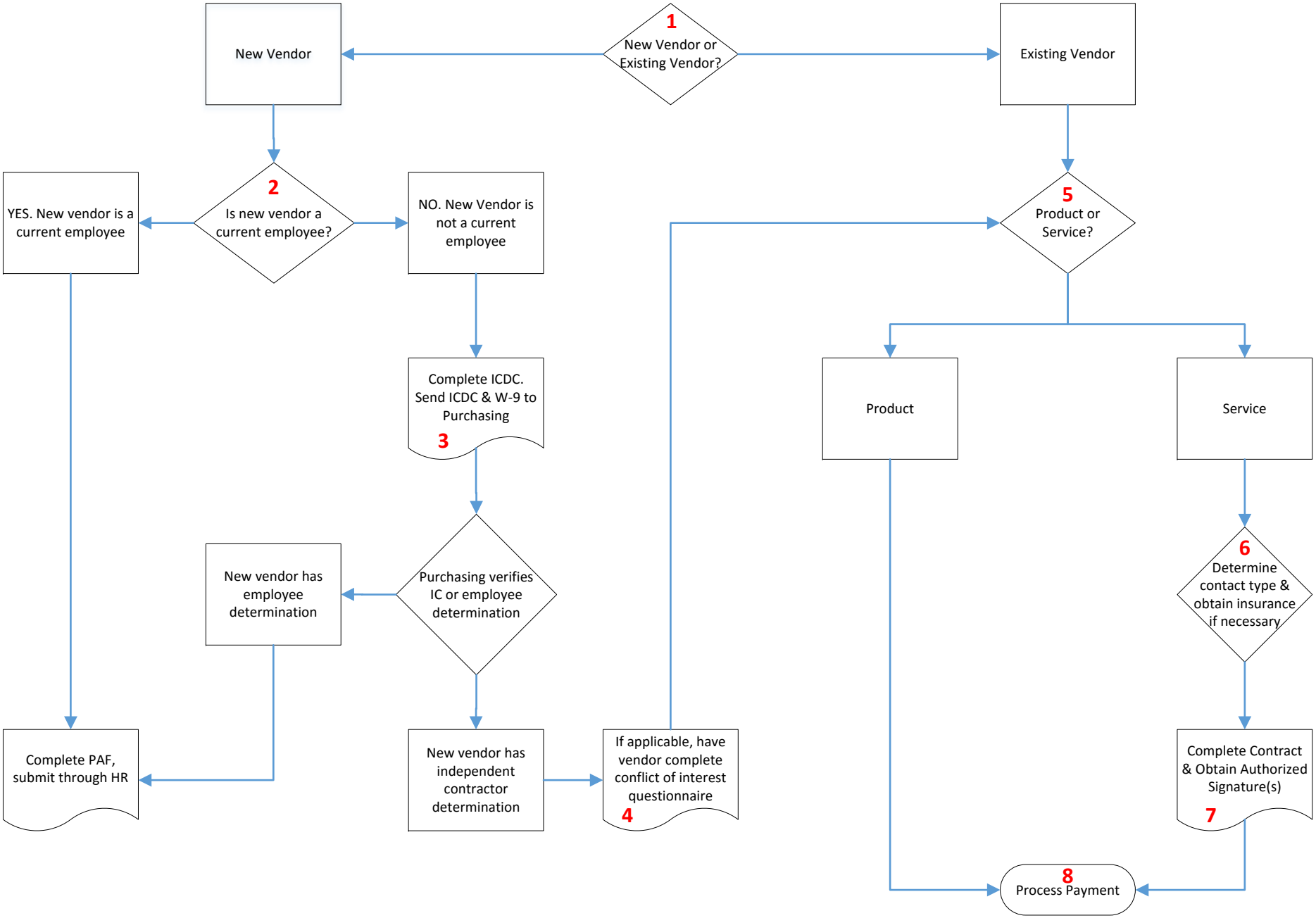8 Steps to the Purchase of Products or Services