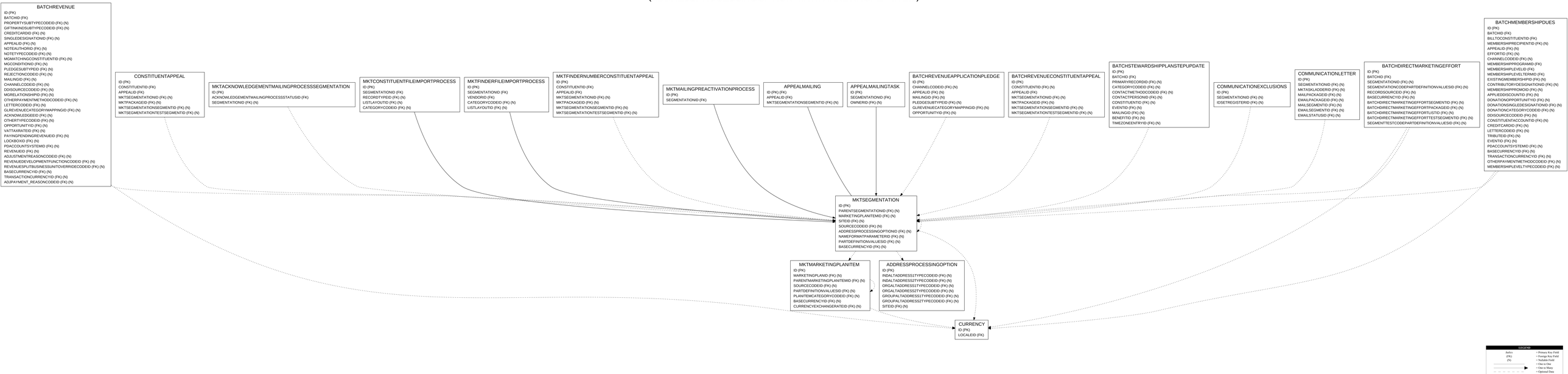# MKTSEGMENTATION
# (ADDRESSPROCESSINGOPTION-MKTMARKETINGPLANITEM)