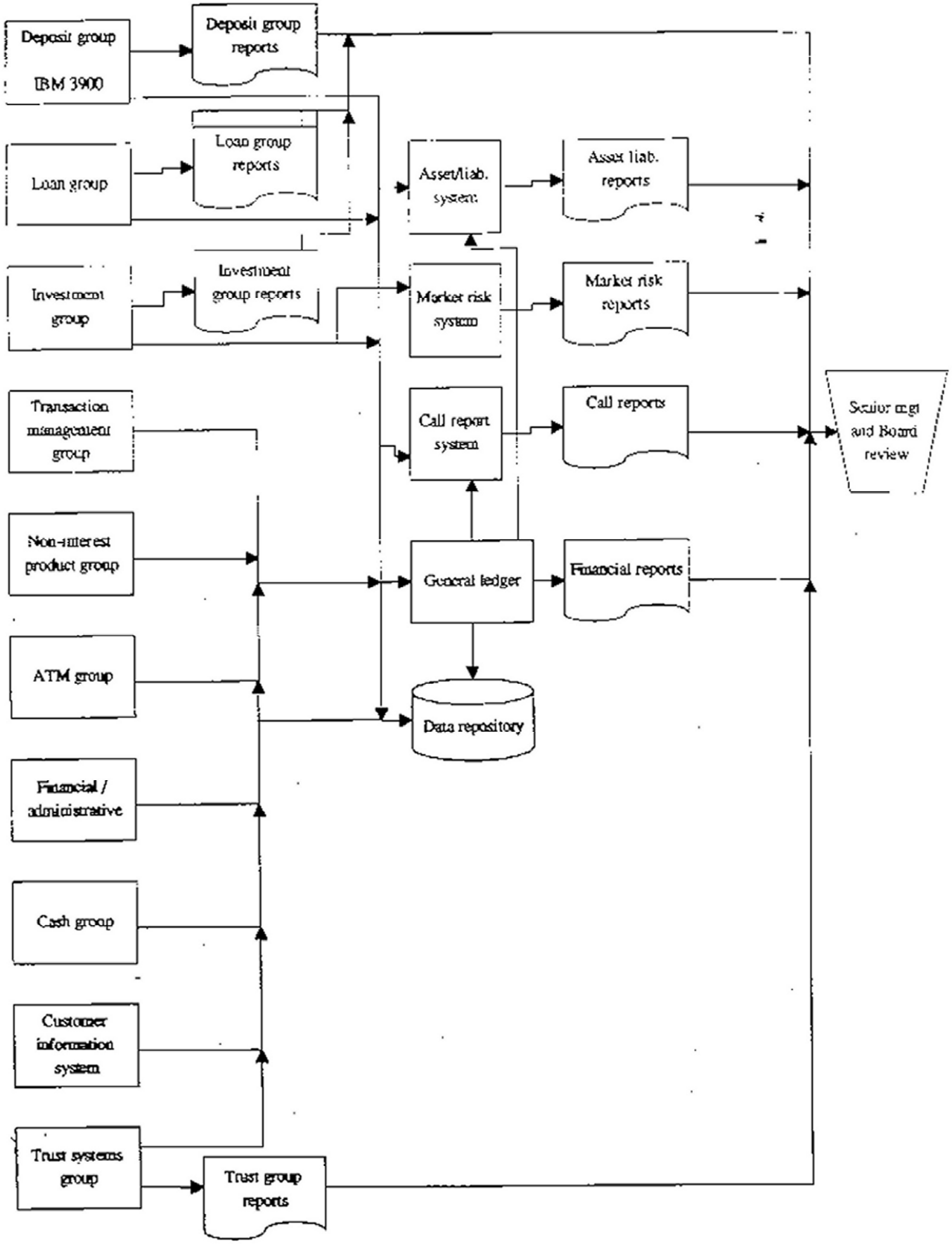CONCEPTUAL MIS OVERVIEW