FIGURE 1.7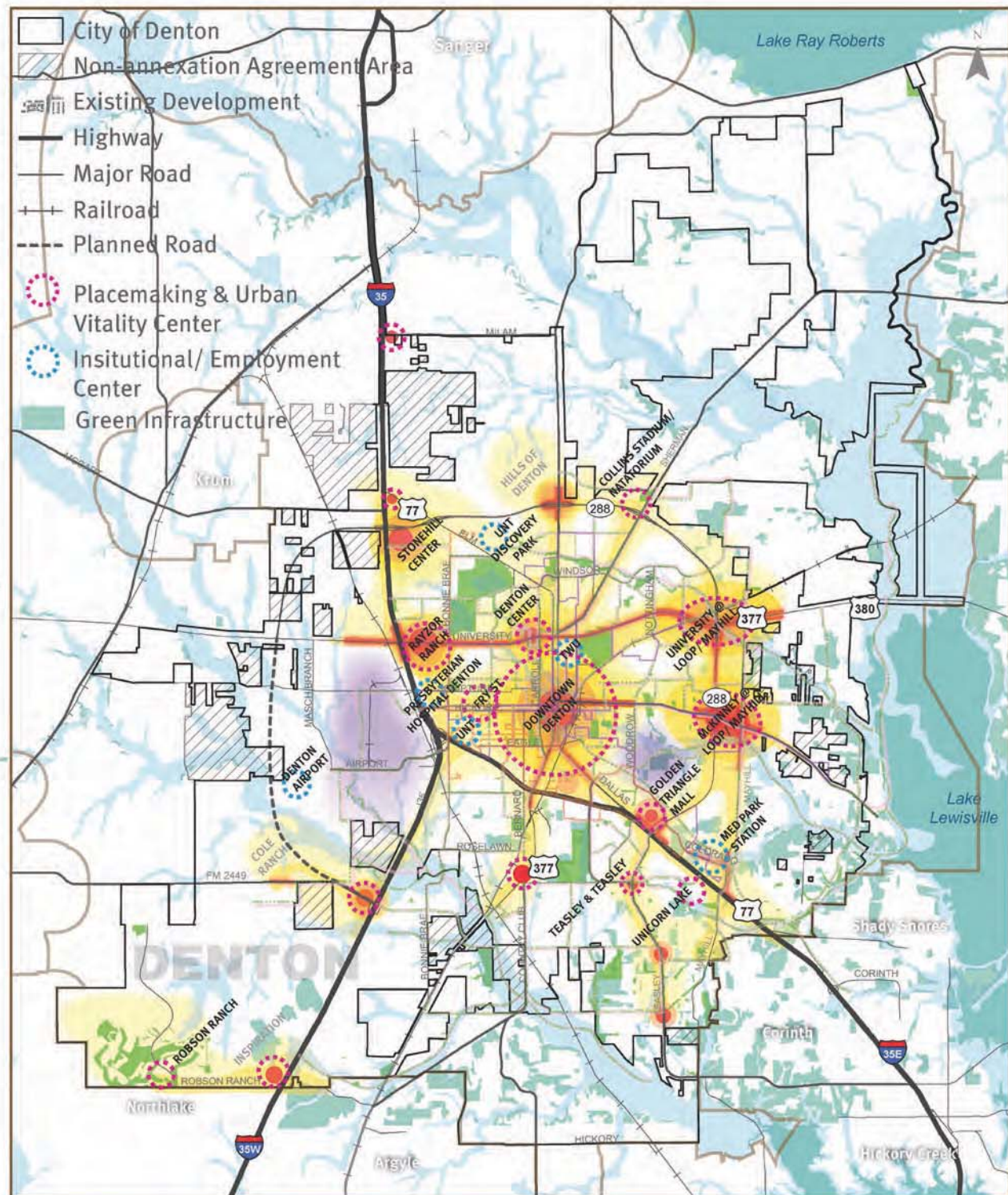 Preferred Growth Concept