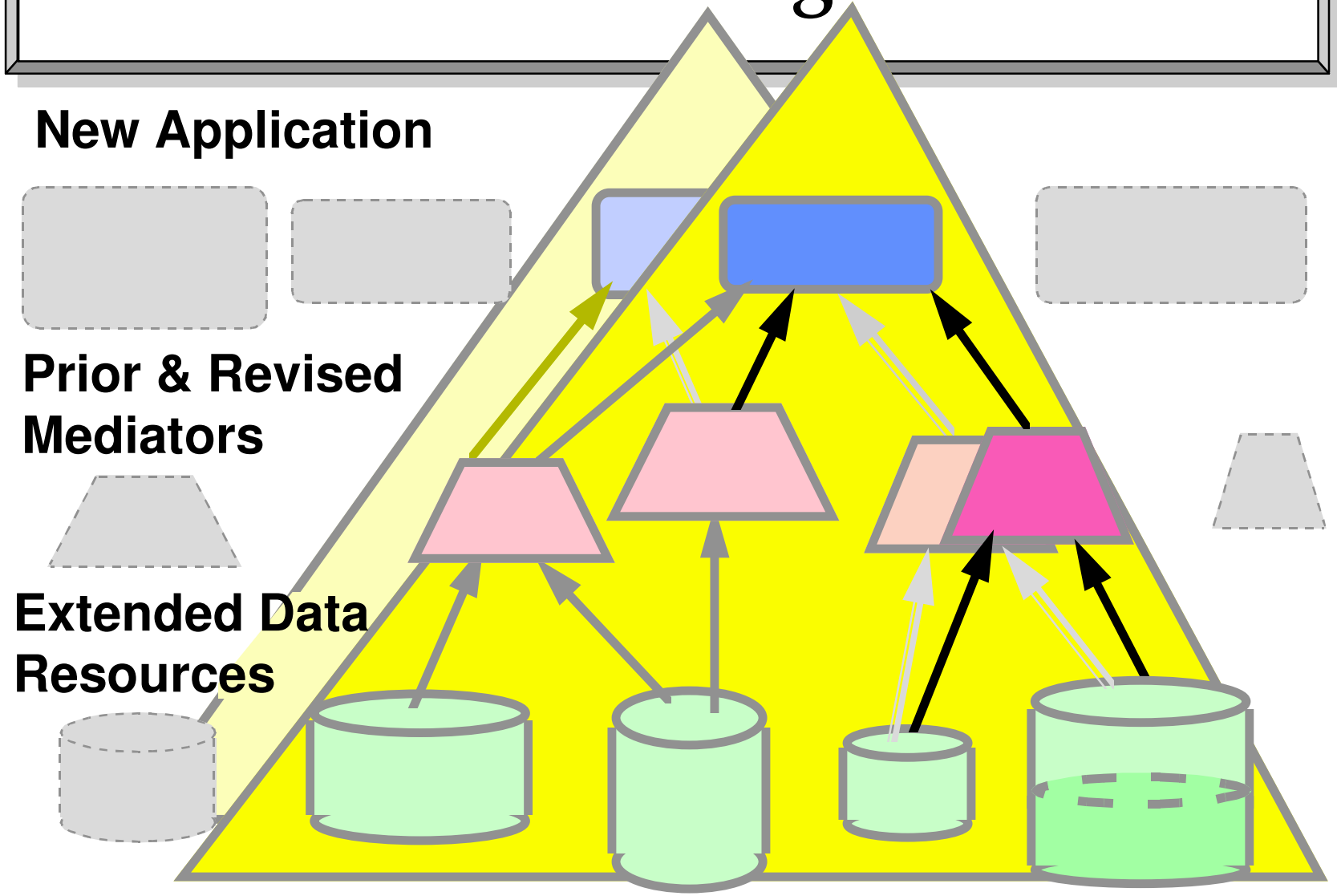Growth through Reuse