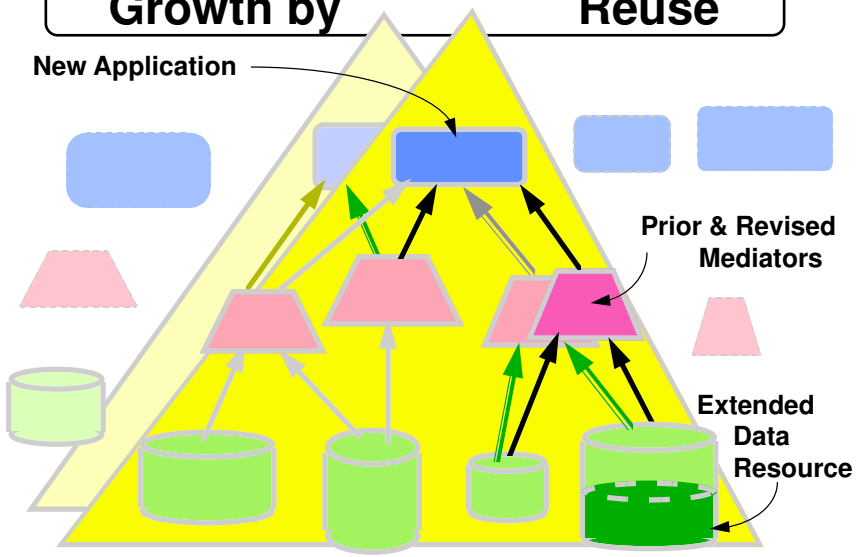Growth by Reuse