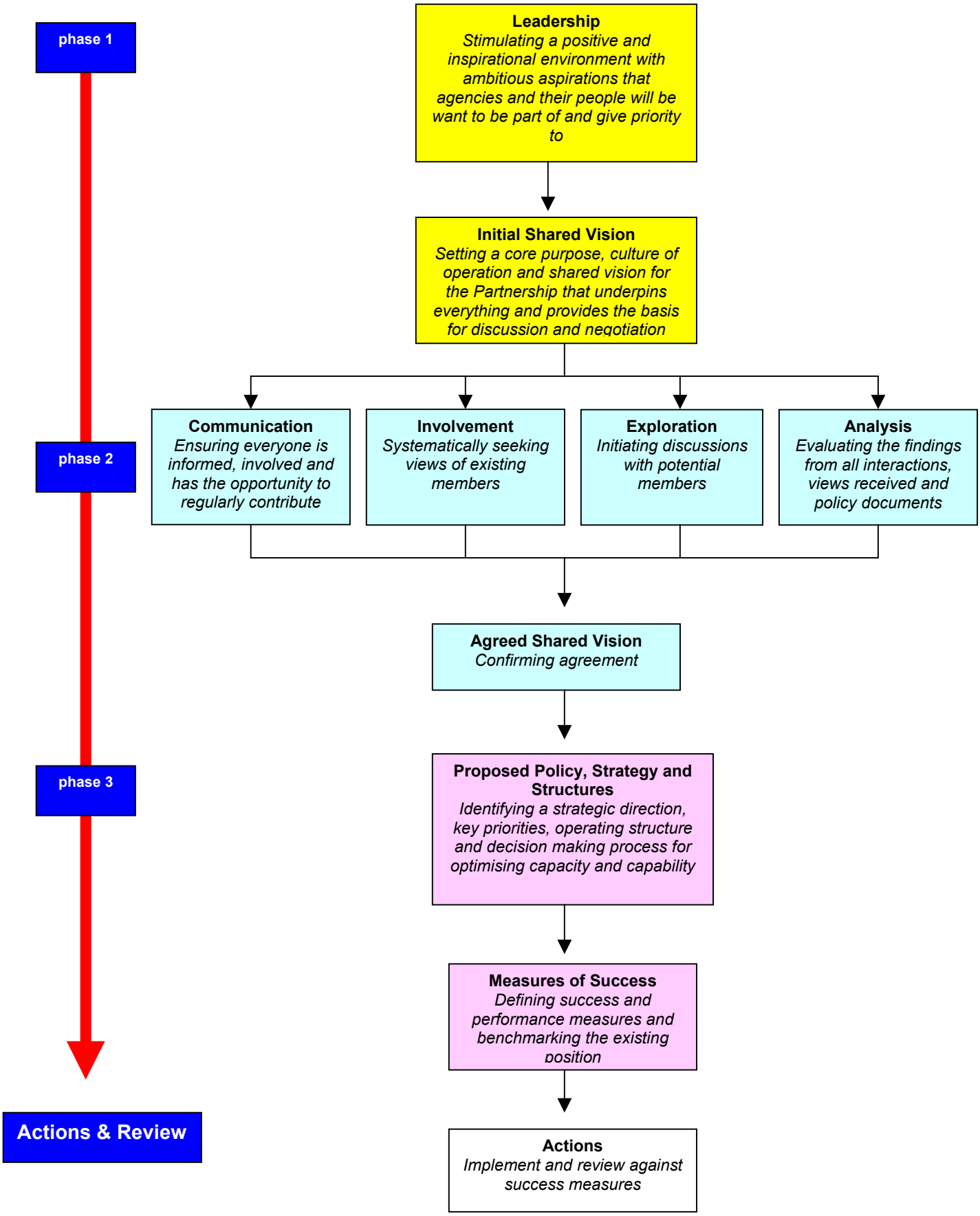A Dynamic Approach for Developing Strategies