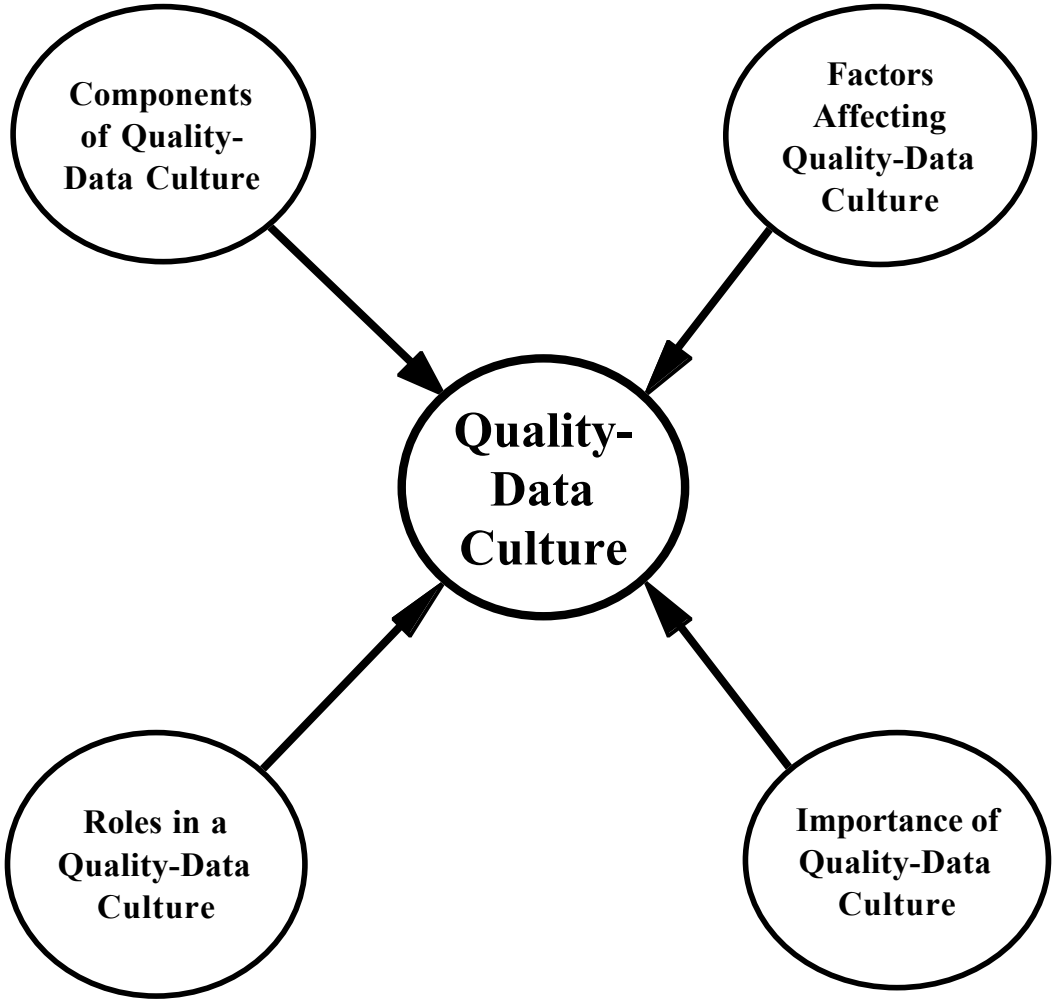Quality-Data Culture Concept Map