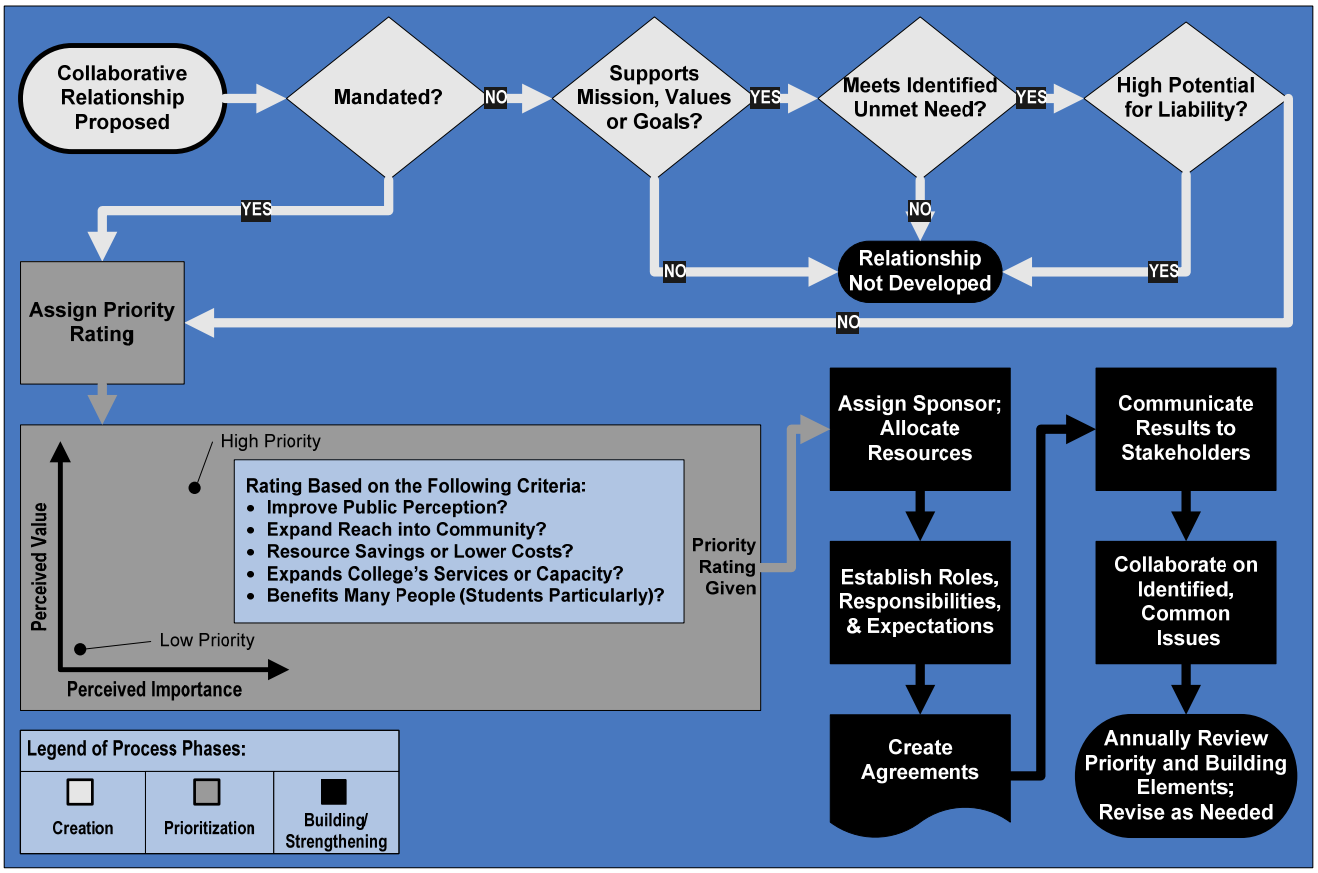Basic Three-Phase Collaborative Relationship Development Process