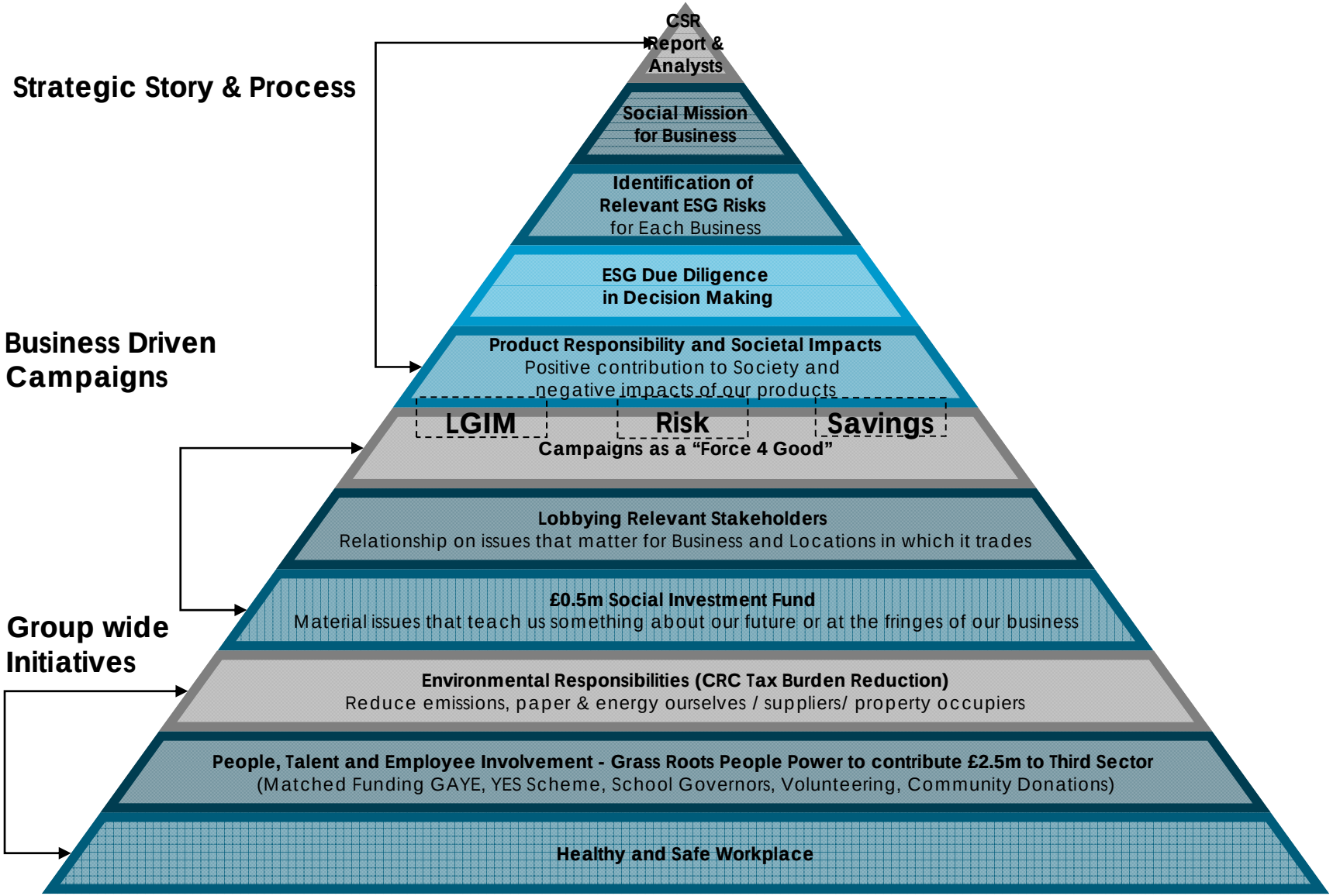CR Business Maturity Scale