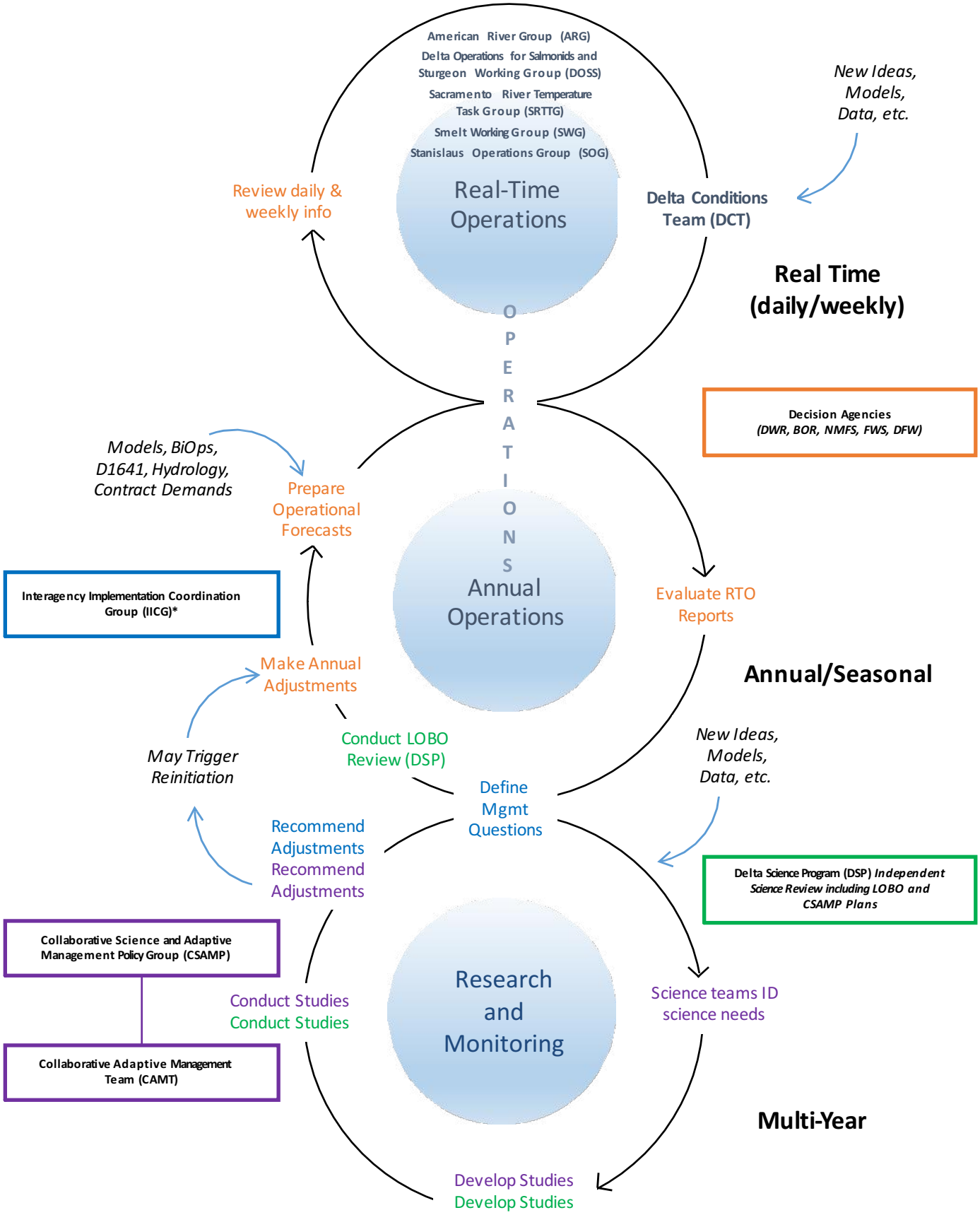Adaptive Management Conceptual Model