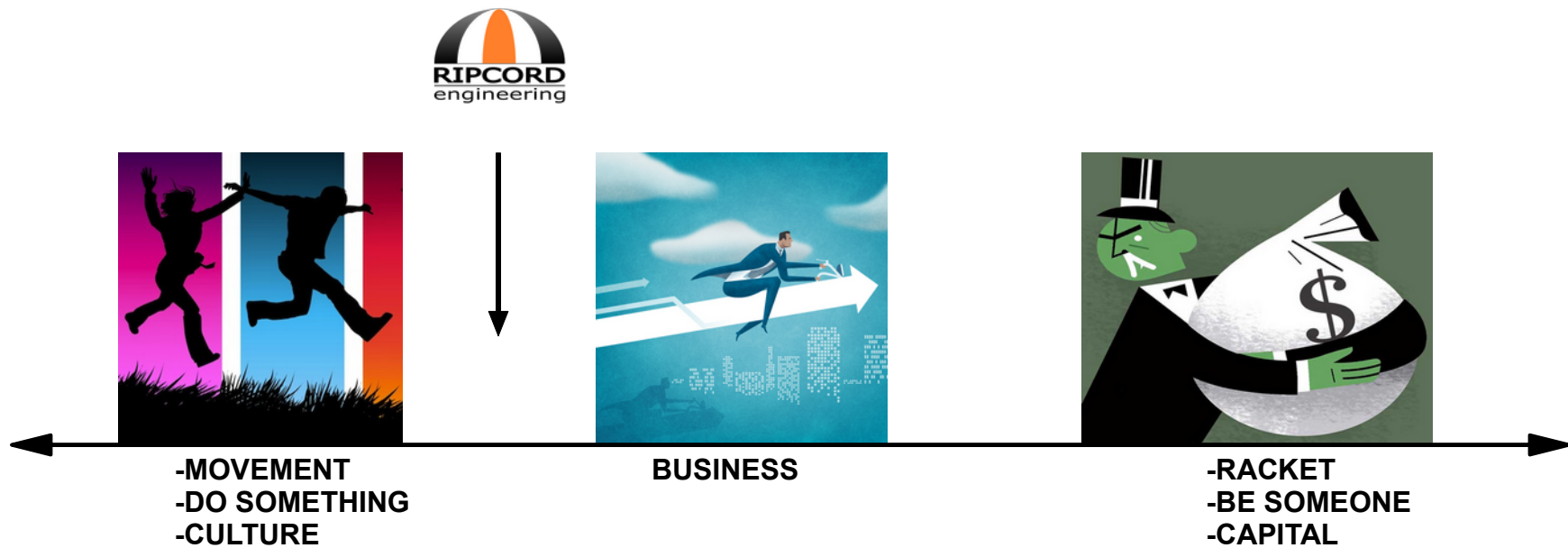


Figure 1. Ripcord's Position on the Business Spectrum



'Every great cause begins as a movement, becomes a business and eventually degenerates into a racket.'¹