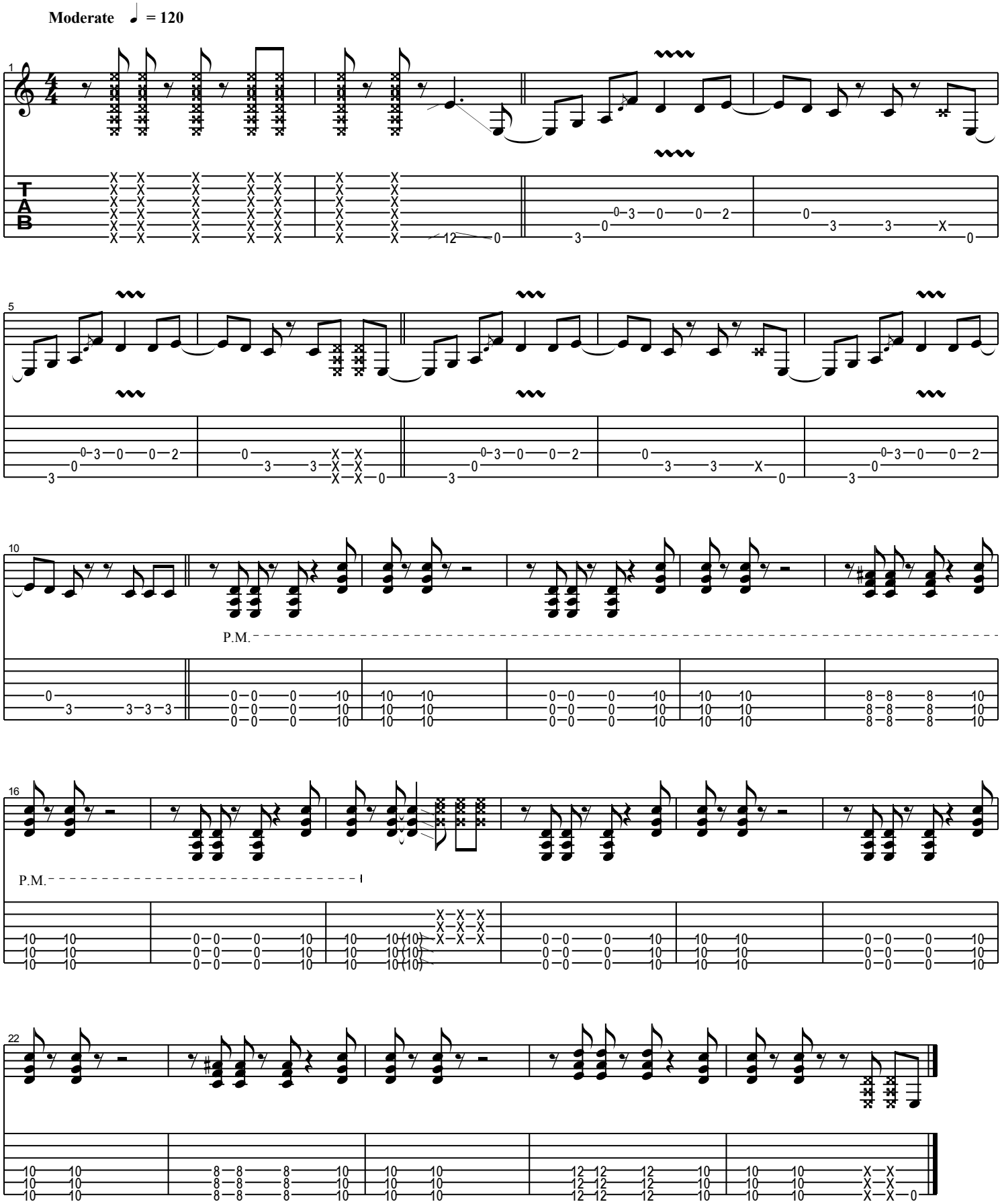Beat It