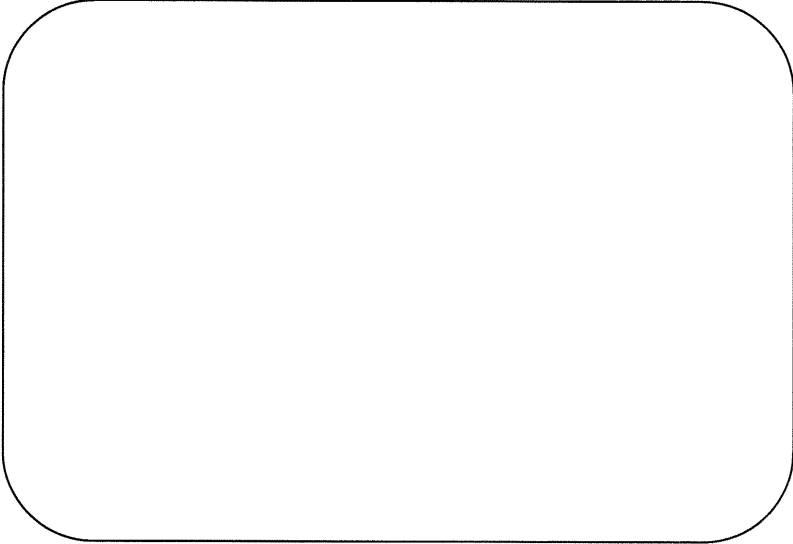
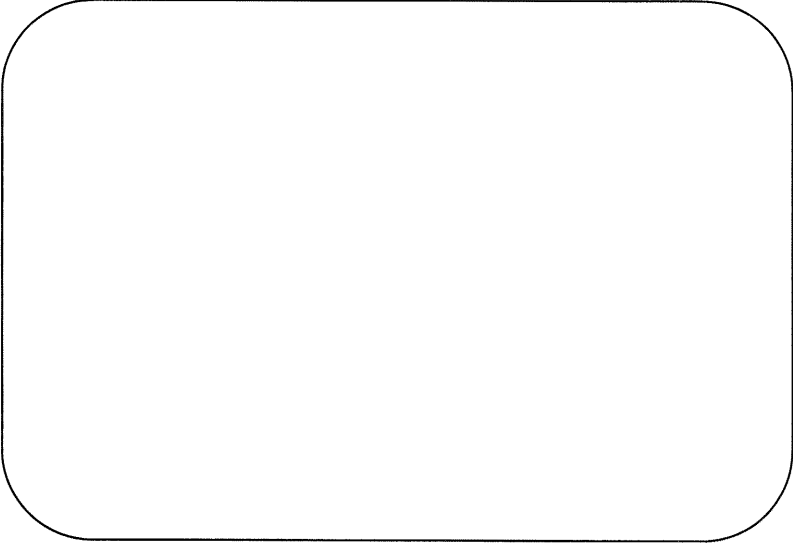


SEARCH STRATEGY

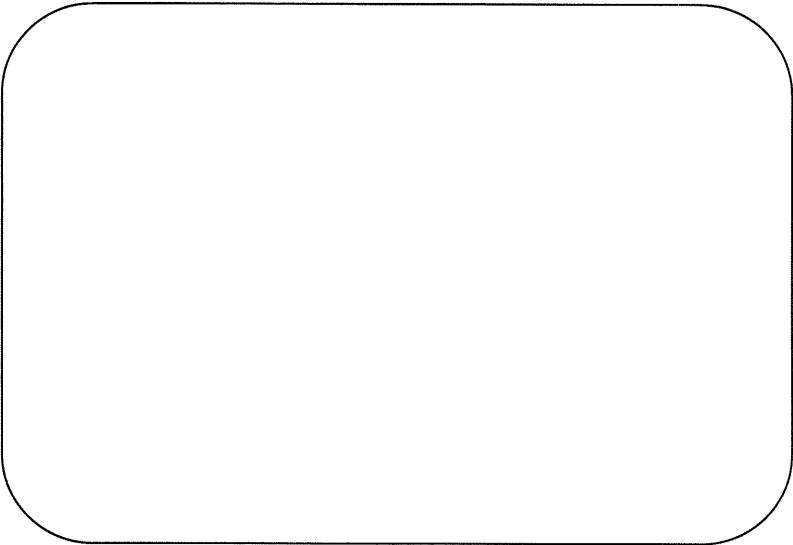
Concept # 1



Concept # 2

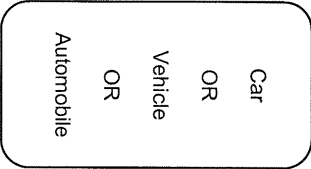


Concept # 3



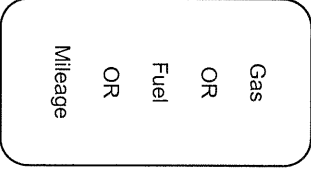
AND

AND



Car
OR
Vehicle
OR
Automobile

AND



Gas
OR
Fuel
OR
Mileage

AND = NARROWS SEARCH = use between different concepts
OR = BROADENS SEARCH = use between similar concepts