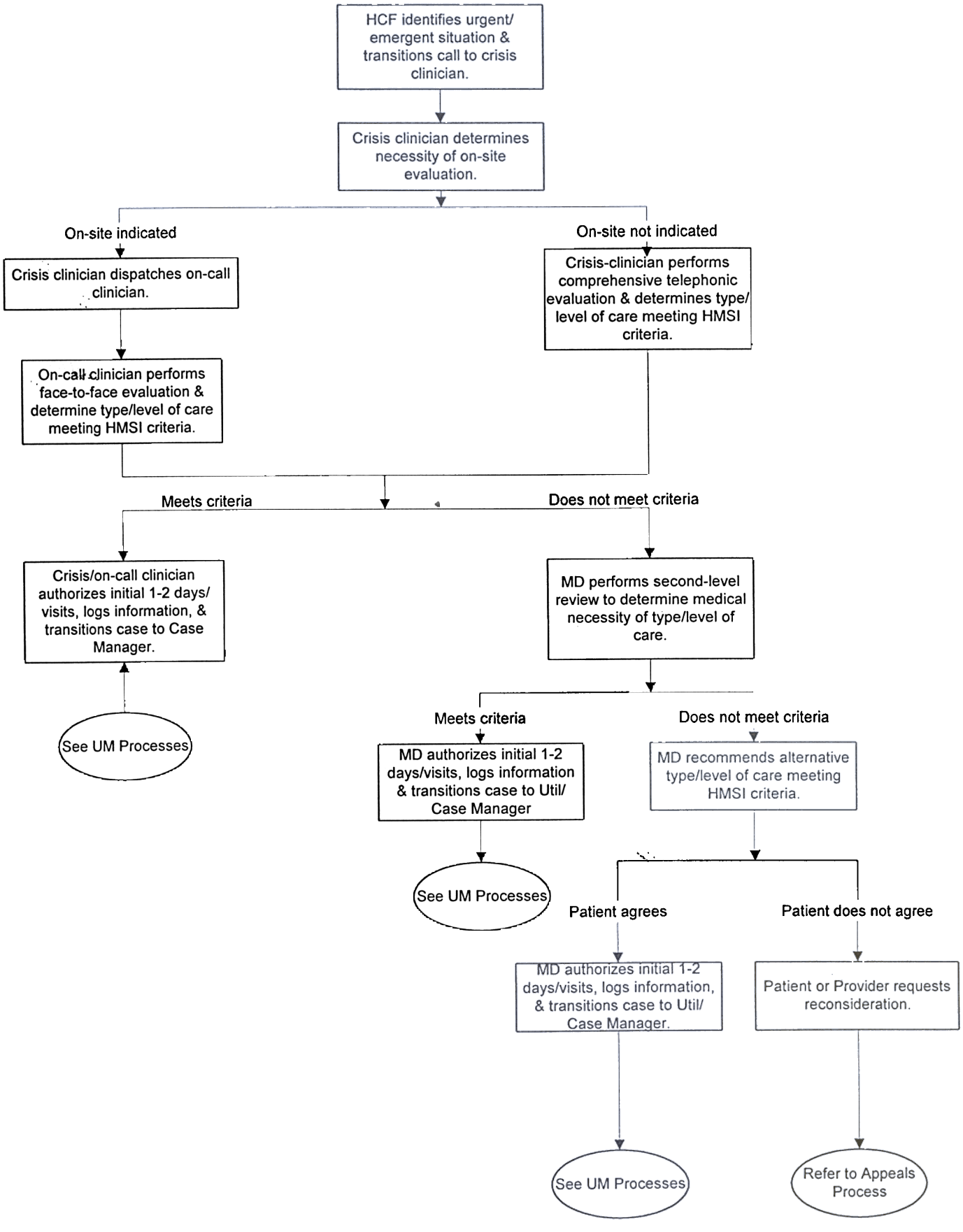MBC Crisis Management Process