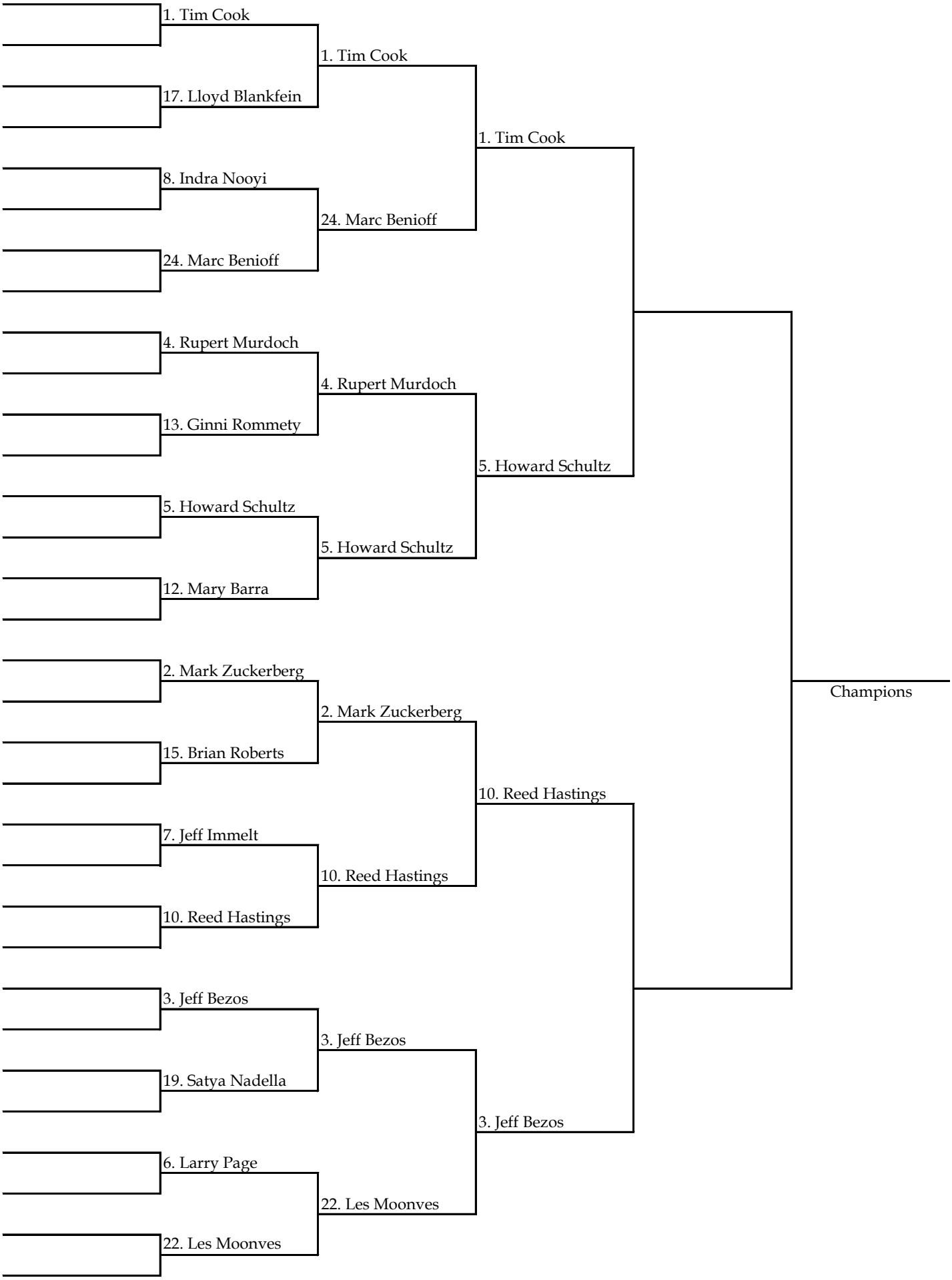The Bloomberg View CEO Challenge