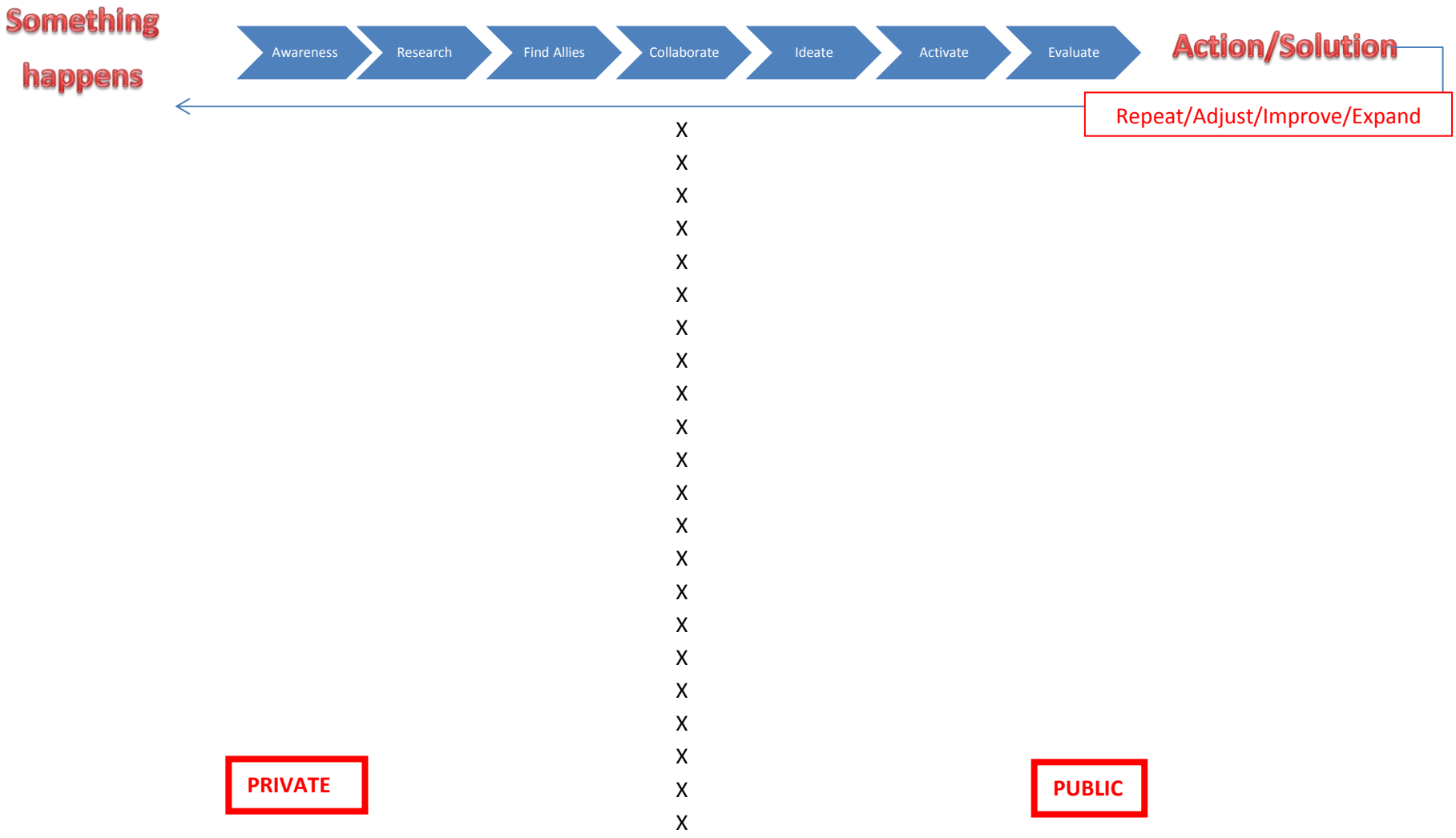THE LIFE CYCLE OF THE ACTIVIST/CHANGE AGENT