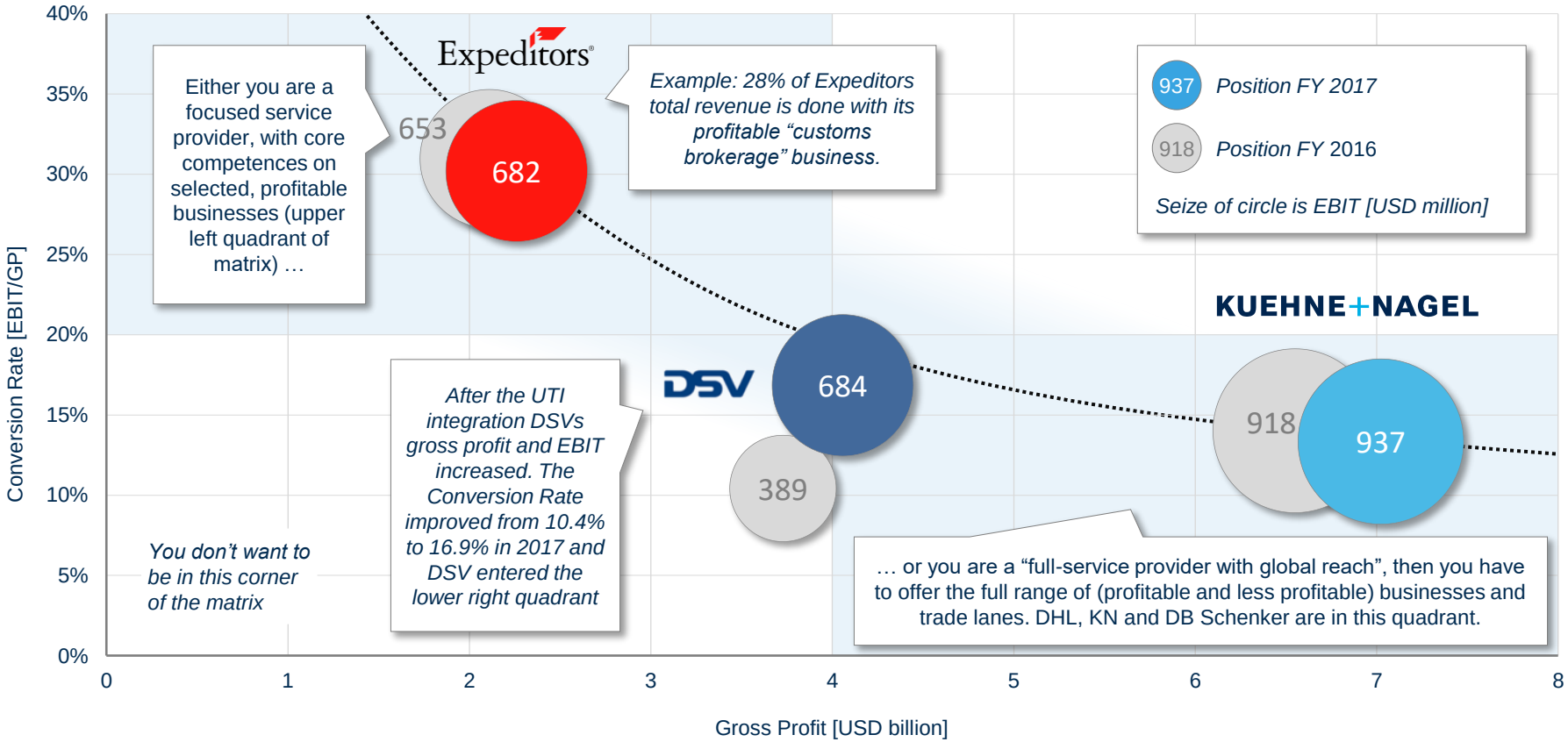There are two fundamental strategies for logistics service providers