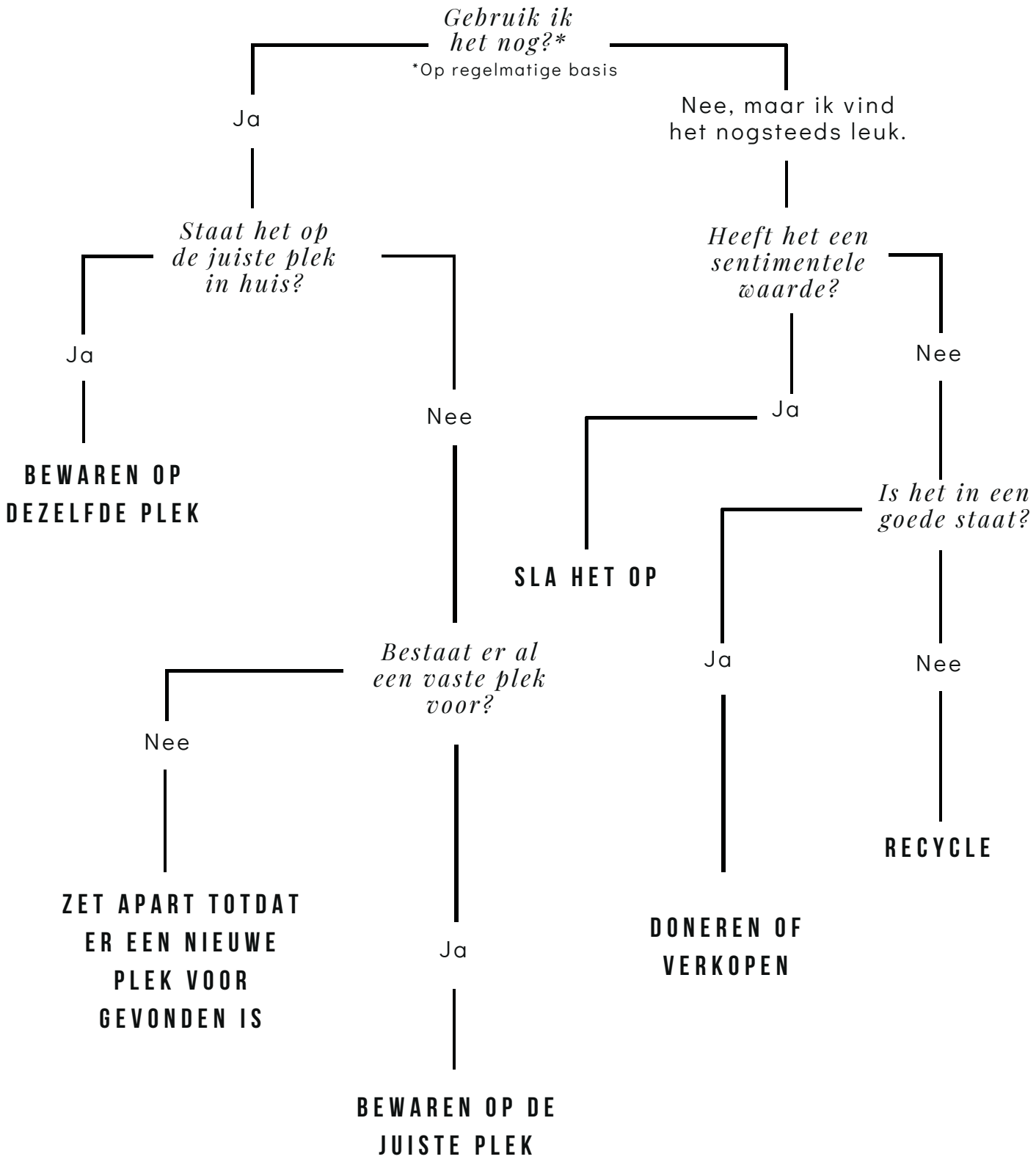Hoe maak je de juiste keuze?