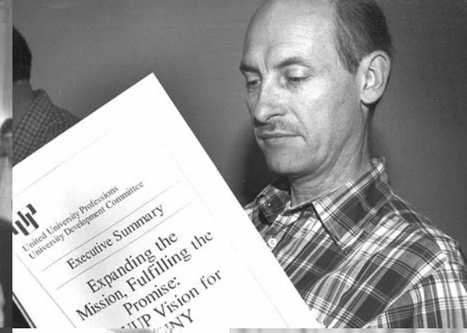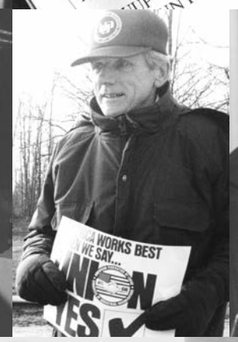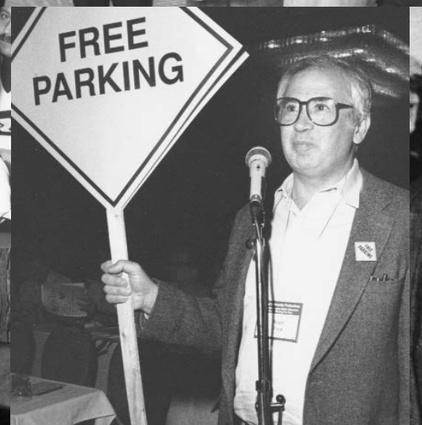1980s: Fighting for survival