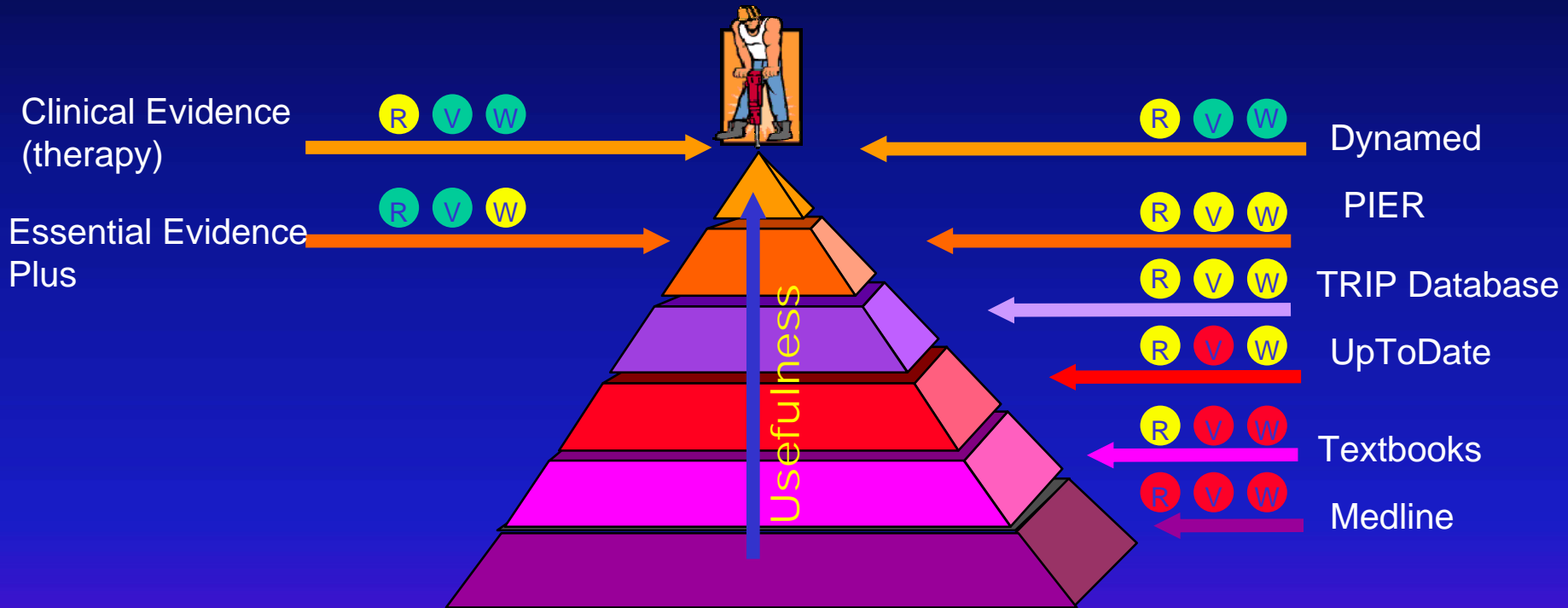


# Drilling for the Best Information



$$\text{Usefulness} = \frac{\text{Relevance} \times \text{validity}}{\text{Work}}$$