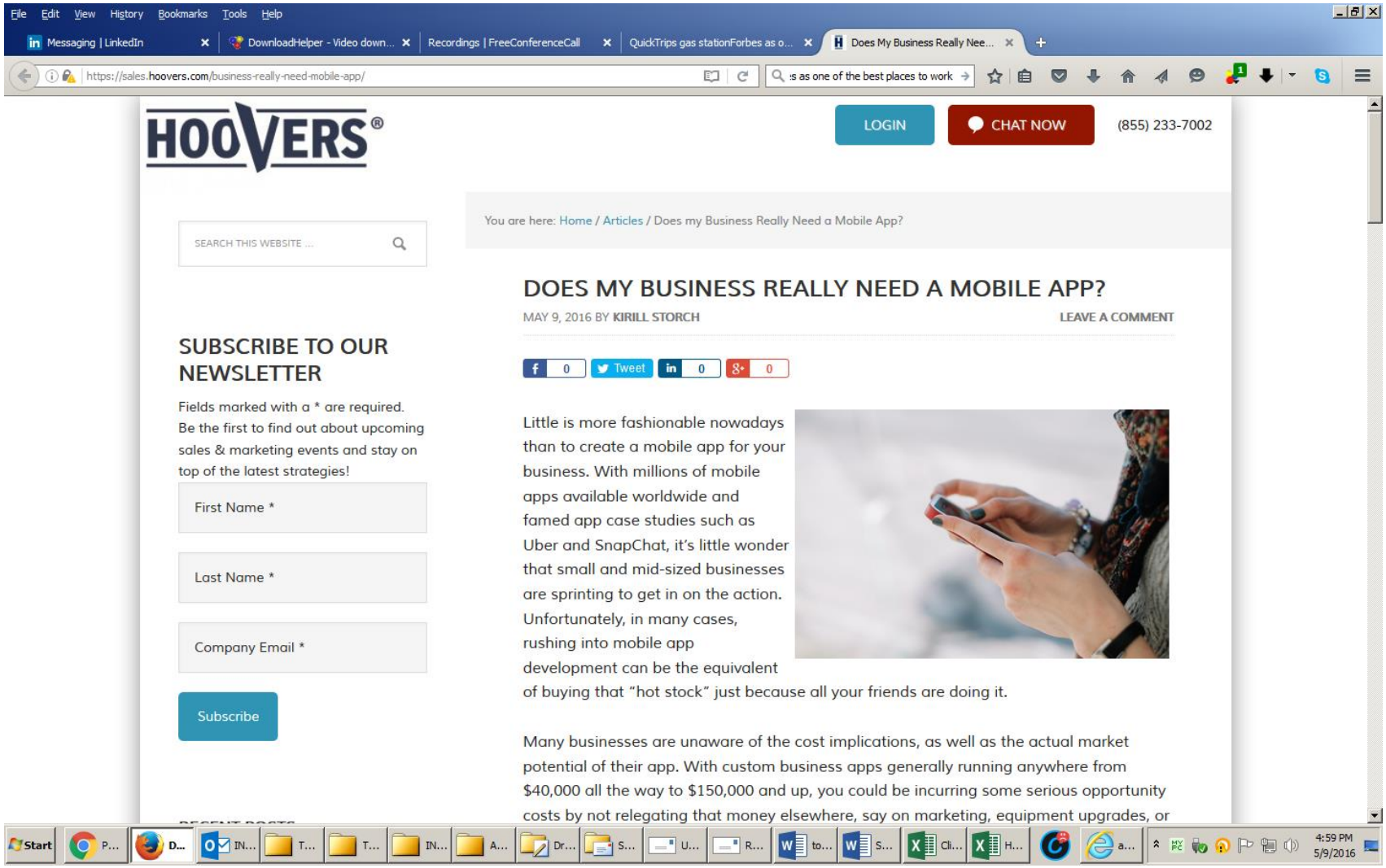https://sales.hoovers.com/business-really-need-mobile-app/