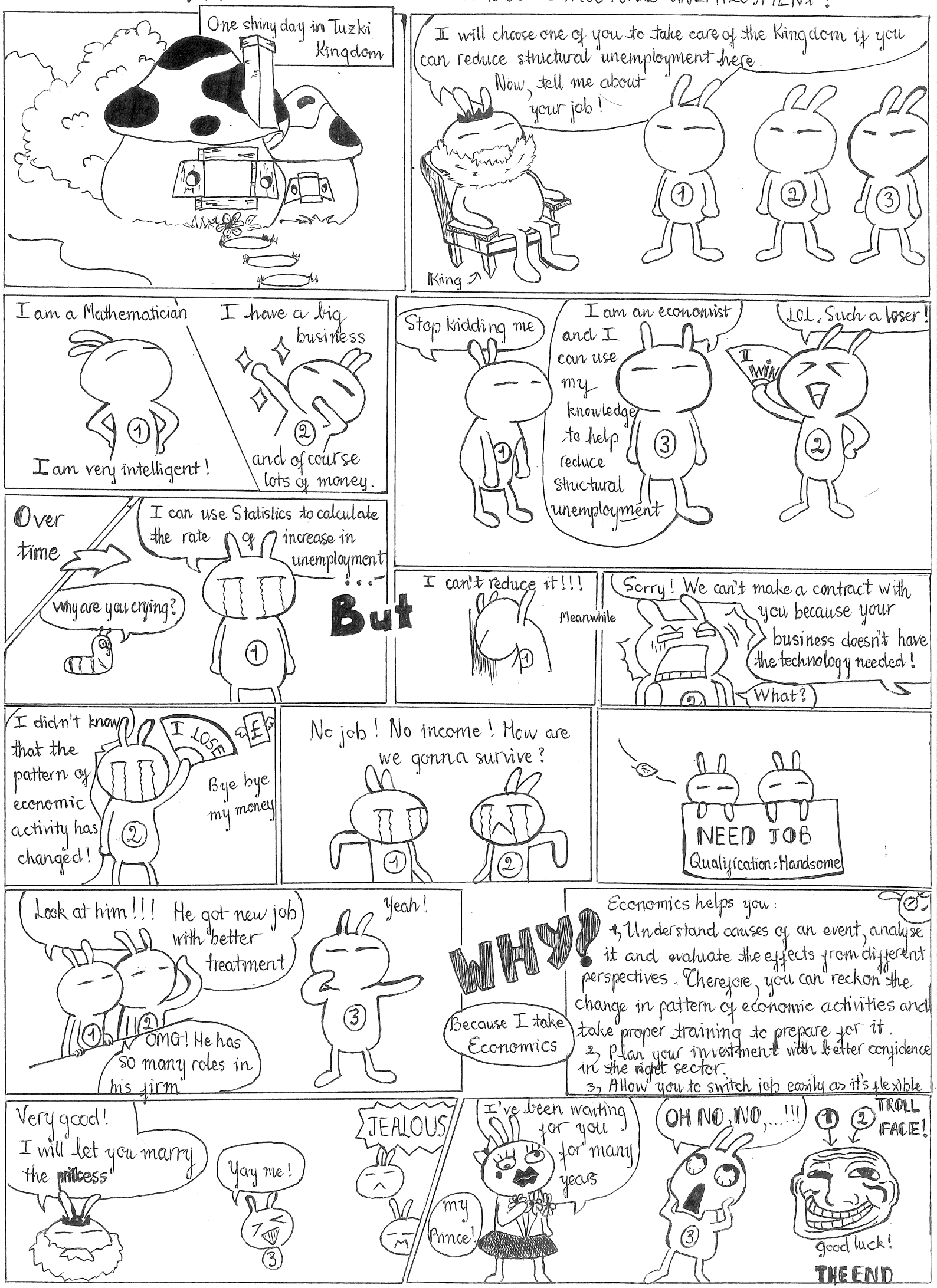☆ HOW ECONOMICS HELPS REDUCE STRUCTURAL UNEMPLOYMENT ?