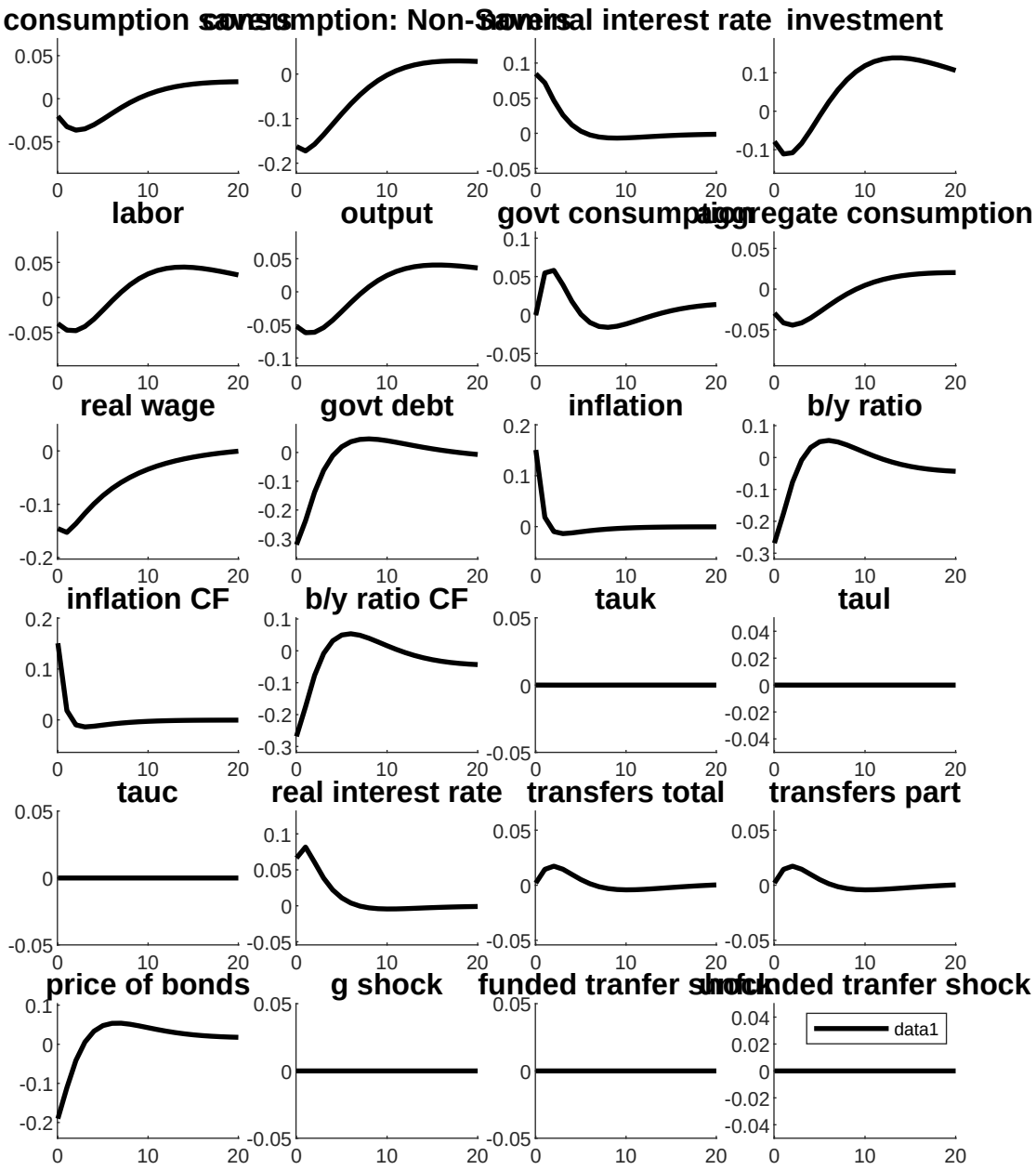price markup shock IRF