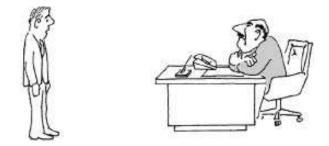**Introduction**
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Famous cartoon by Garey & Johnson, 1979

"I can't find an efficient algorithm. I guess I'm just to dumb"

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"I can't find an efficient algorithm, but neither can all these famous people."