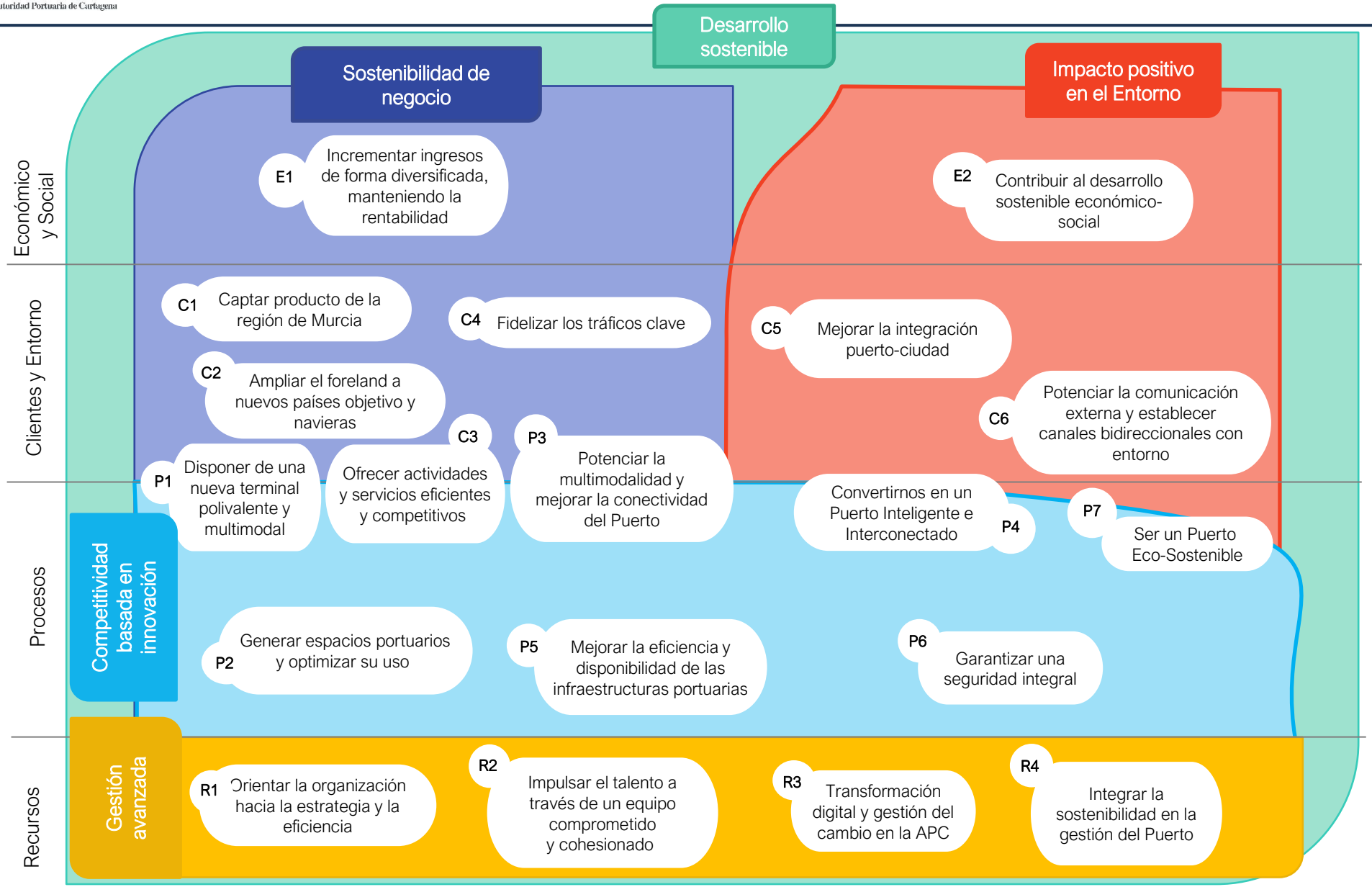MAPA ESTRATÉGICO