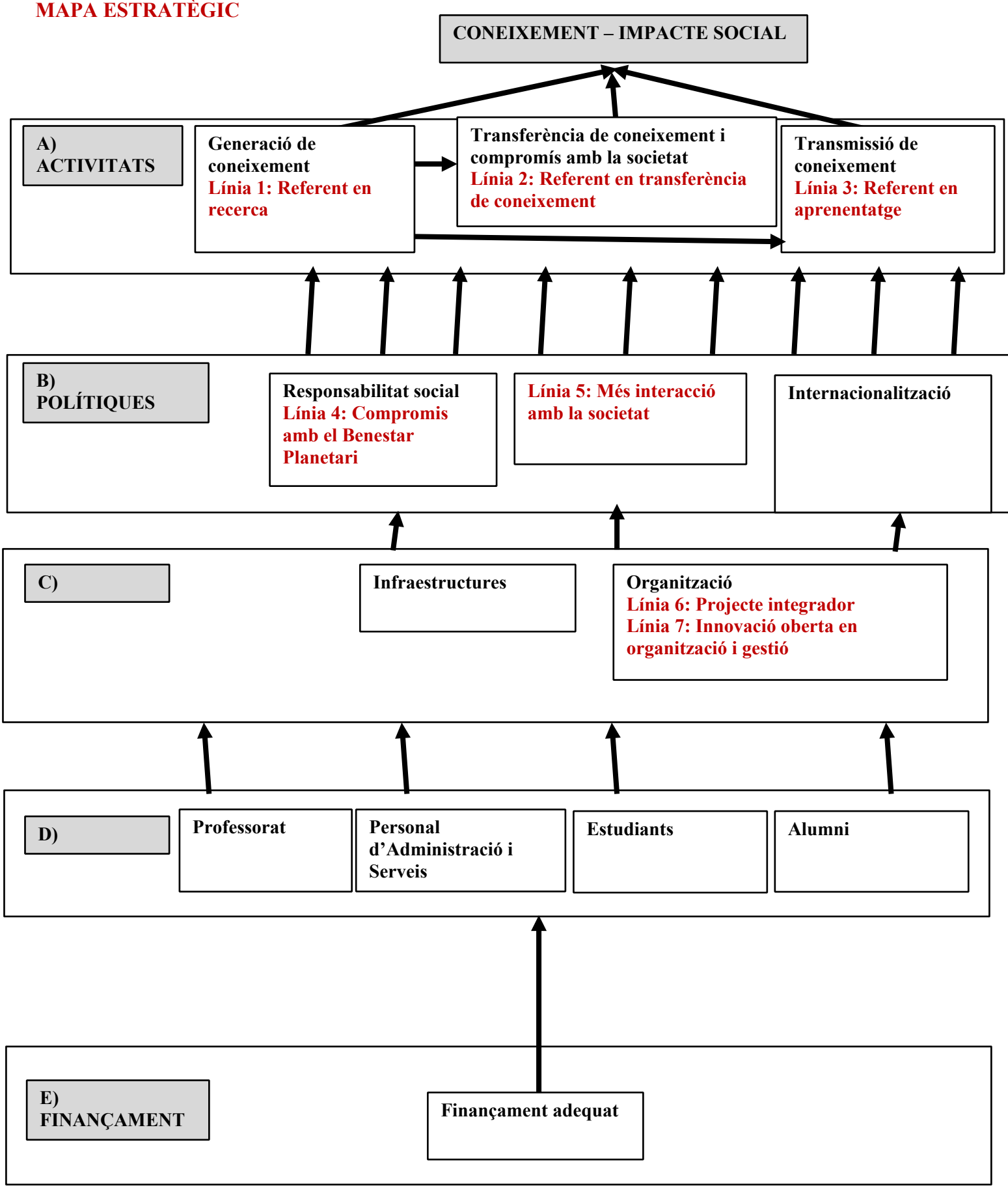MAPA ESTRATÈGIC