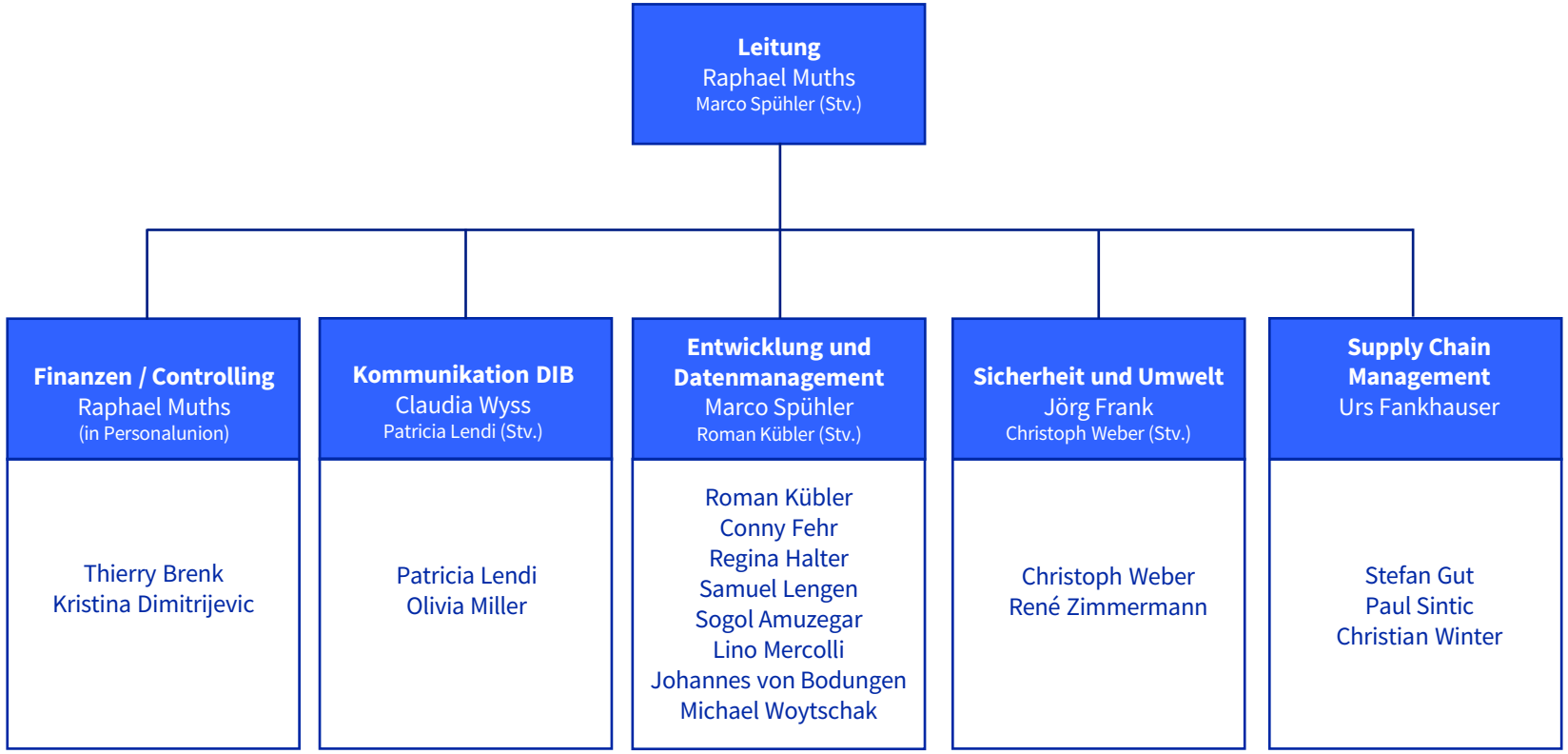Direktionsmanagement (DIM)