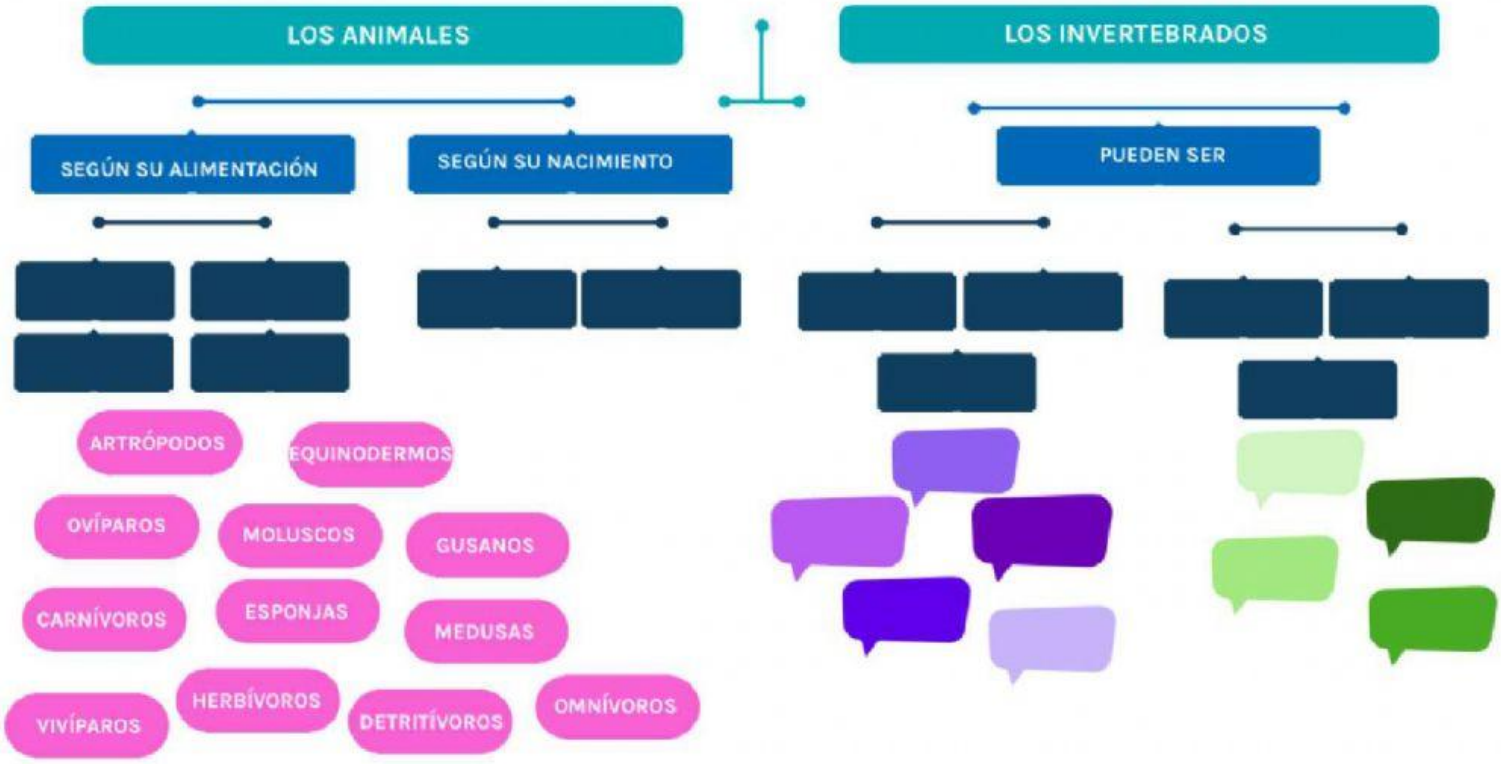Mapa Conceptual