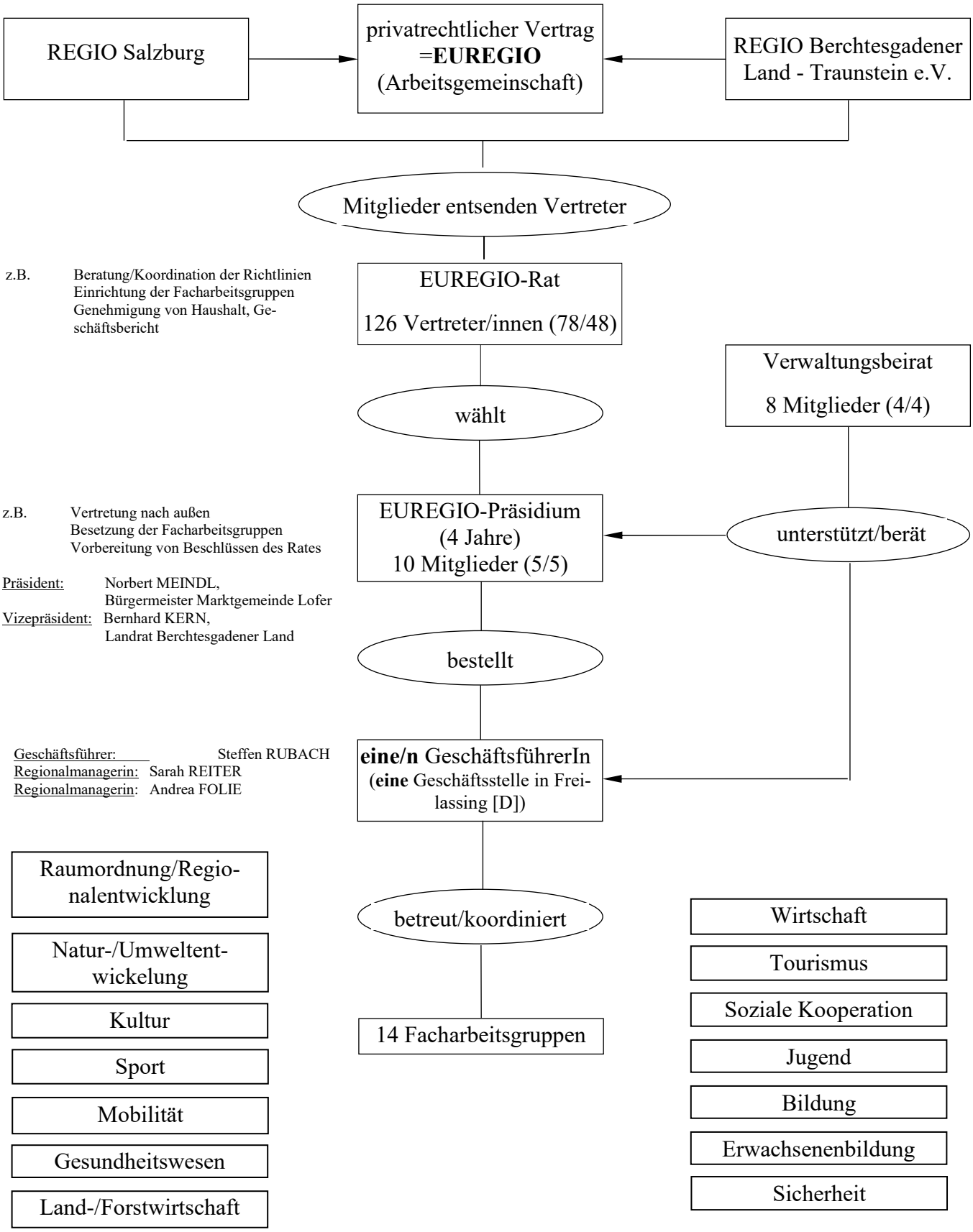Aufbauorganisation