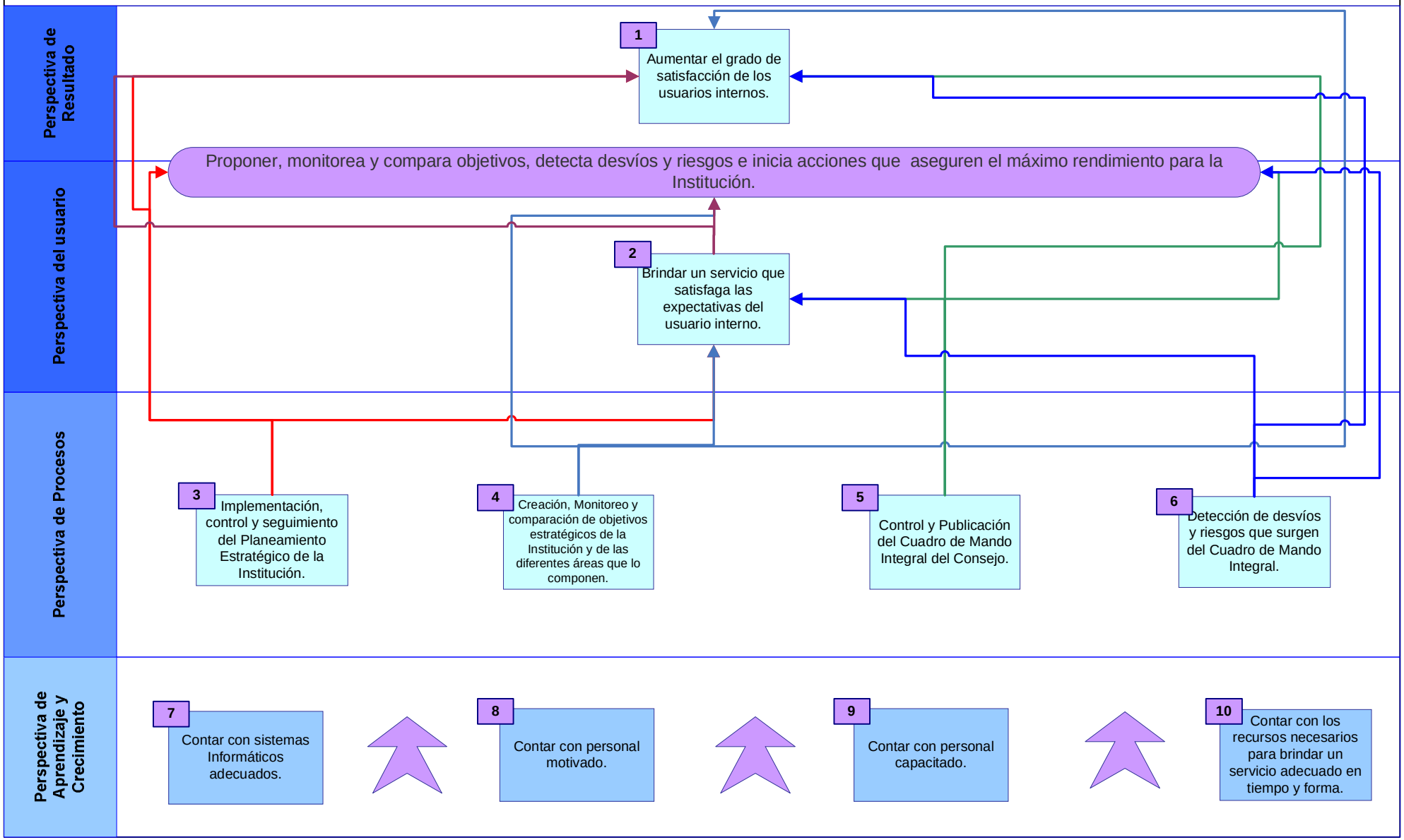MAPA ESTRATÉGICO – CONTROL DE GESTIÓN