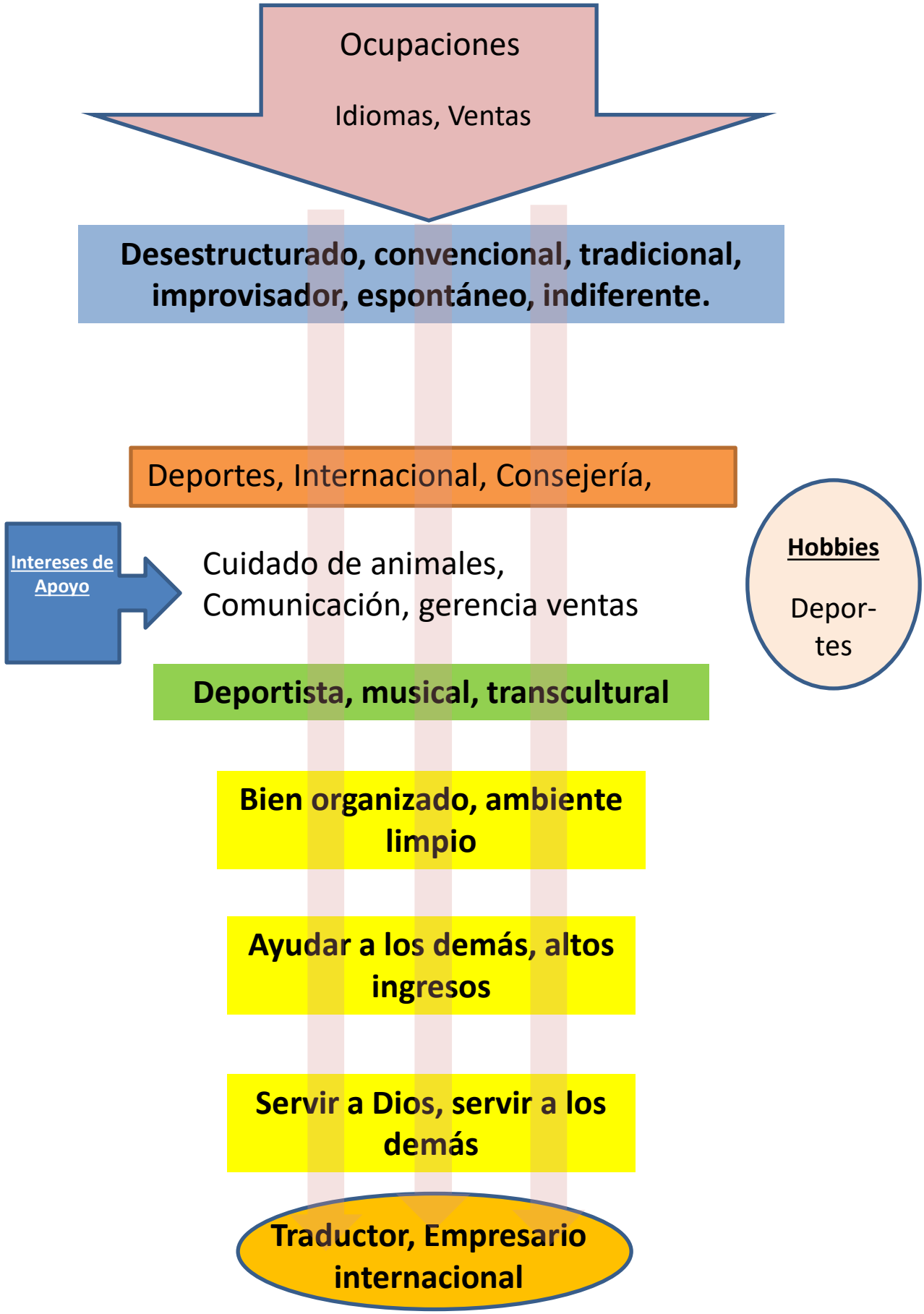Diseño de Caso de Estudio A/ Embudo