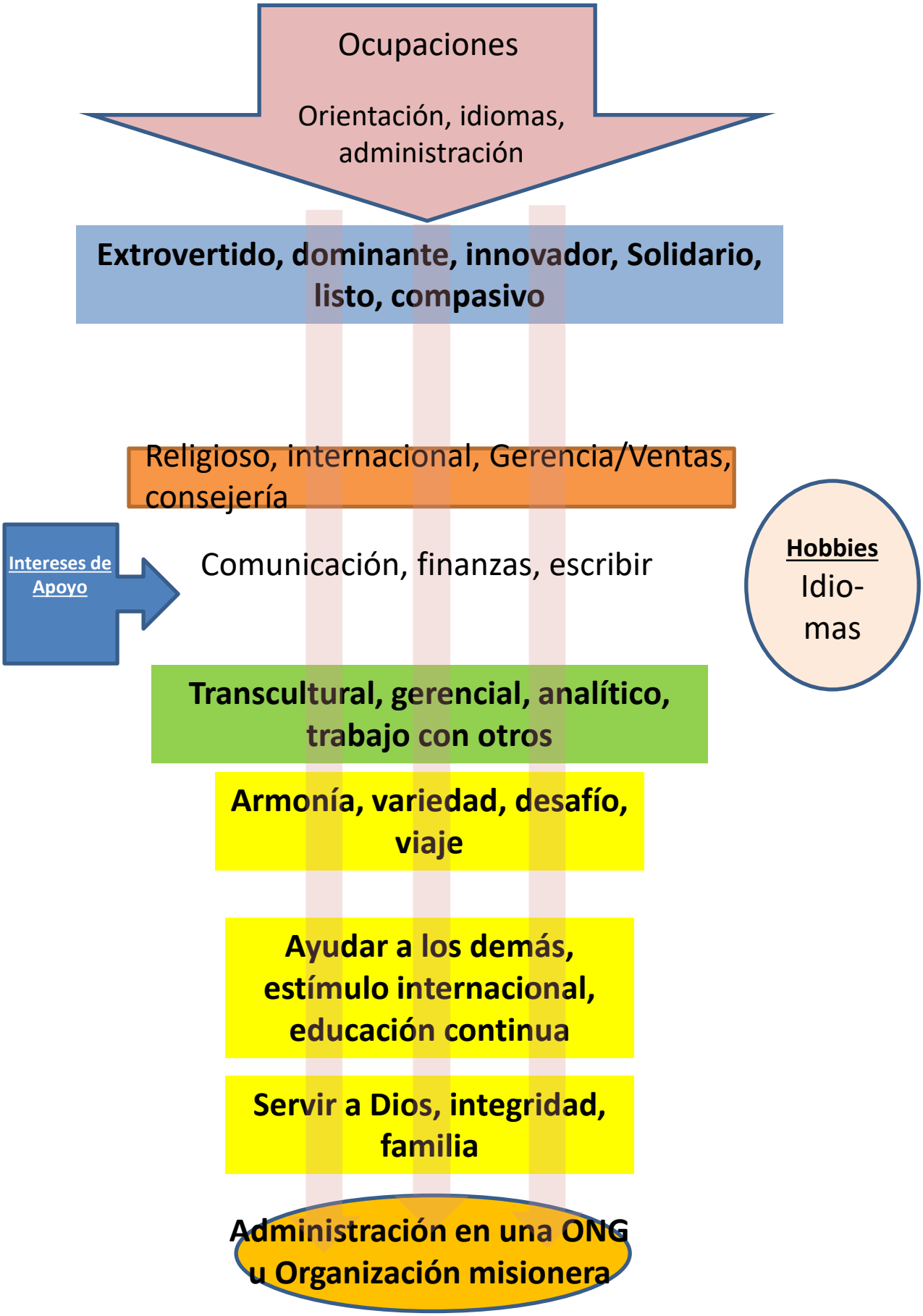Diseño de Caso de Estudio B/ Embudo