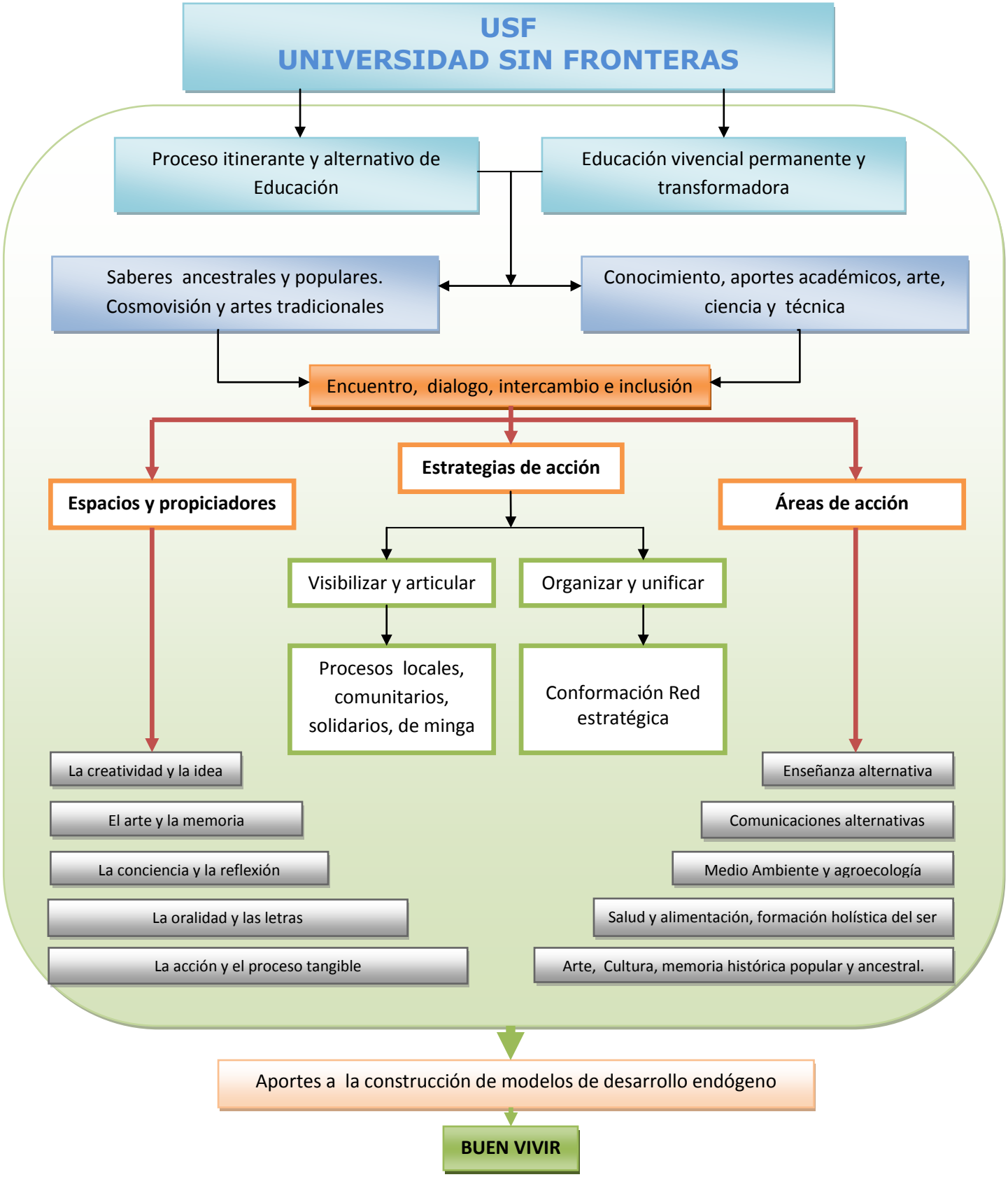ESQUEMA CONCEPTUAL