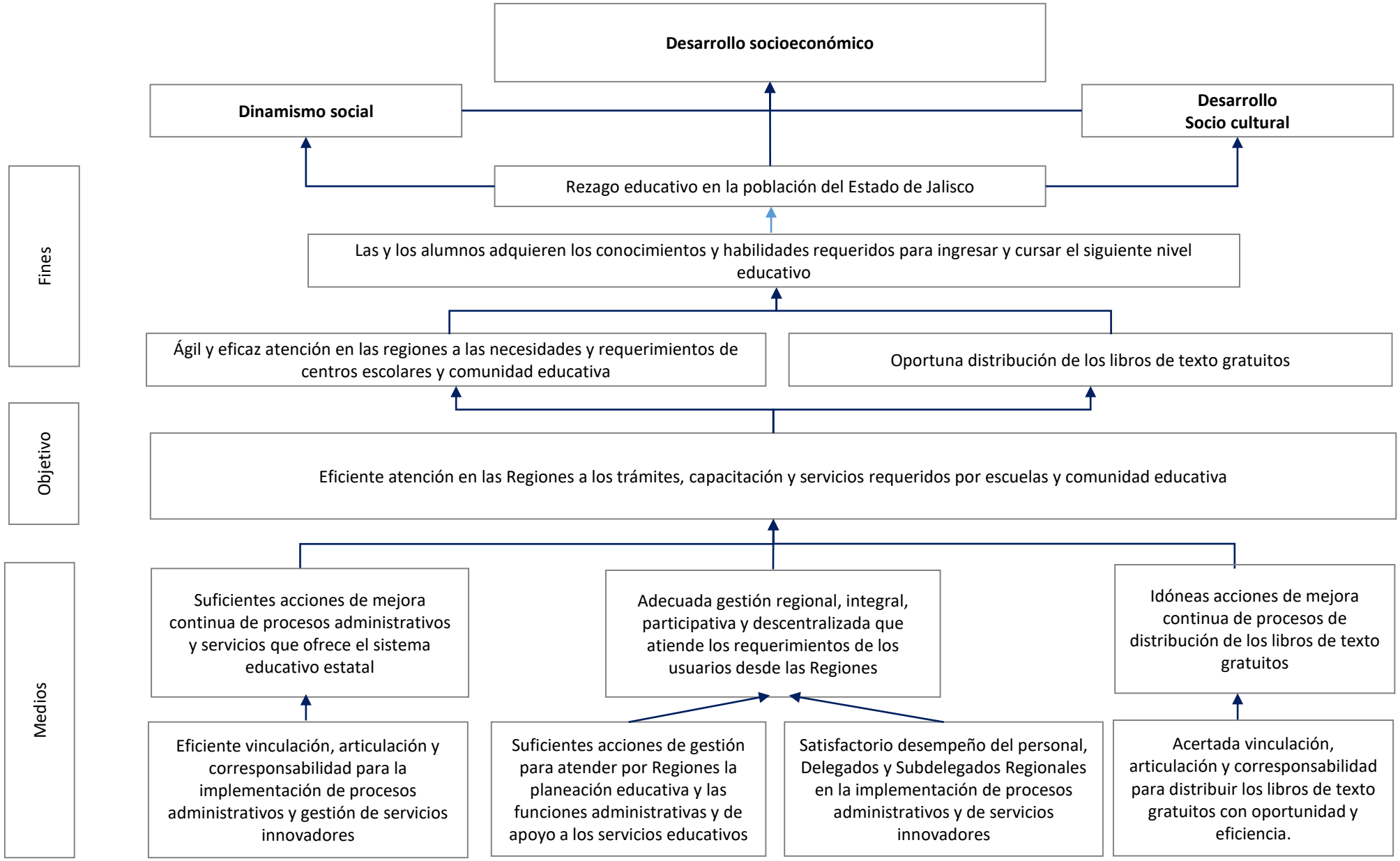ÁRBOL DE OBJETIVOS