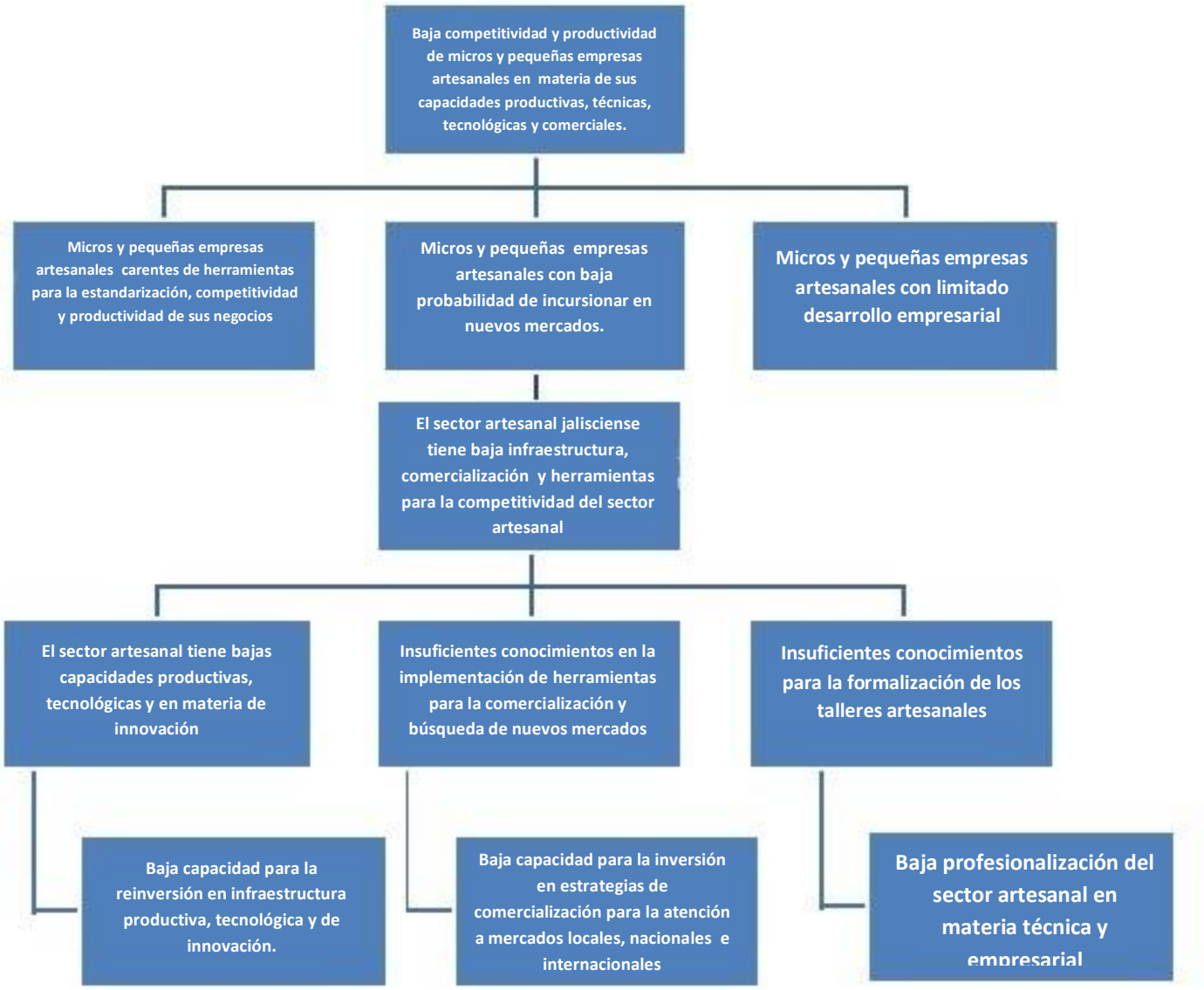ARBOL DEL PROBLEMA DESARROLLO EMPRESARIAL ARTESANIAS