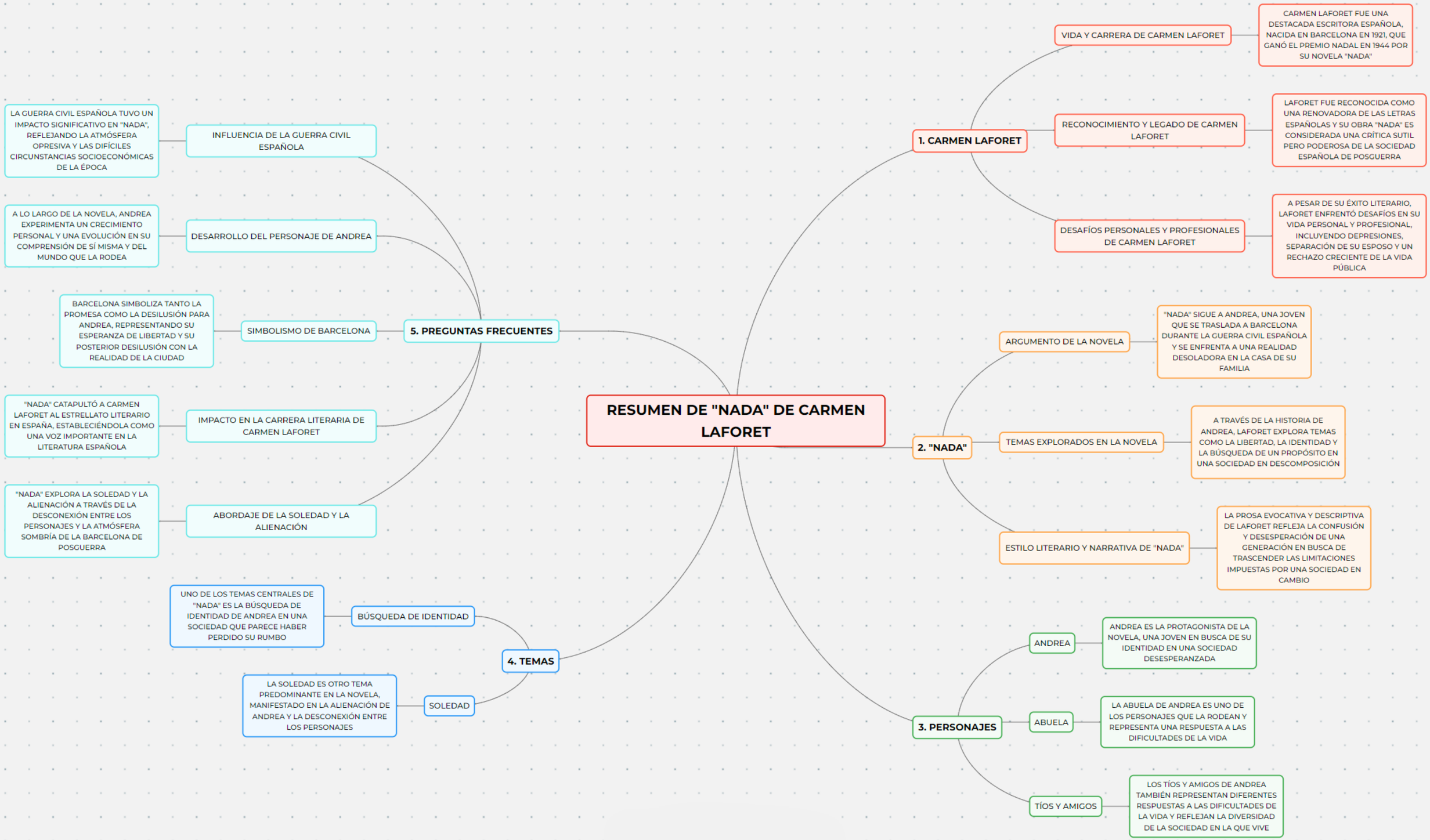MAPA CONCEPTUAL