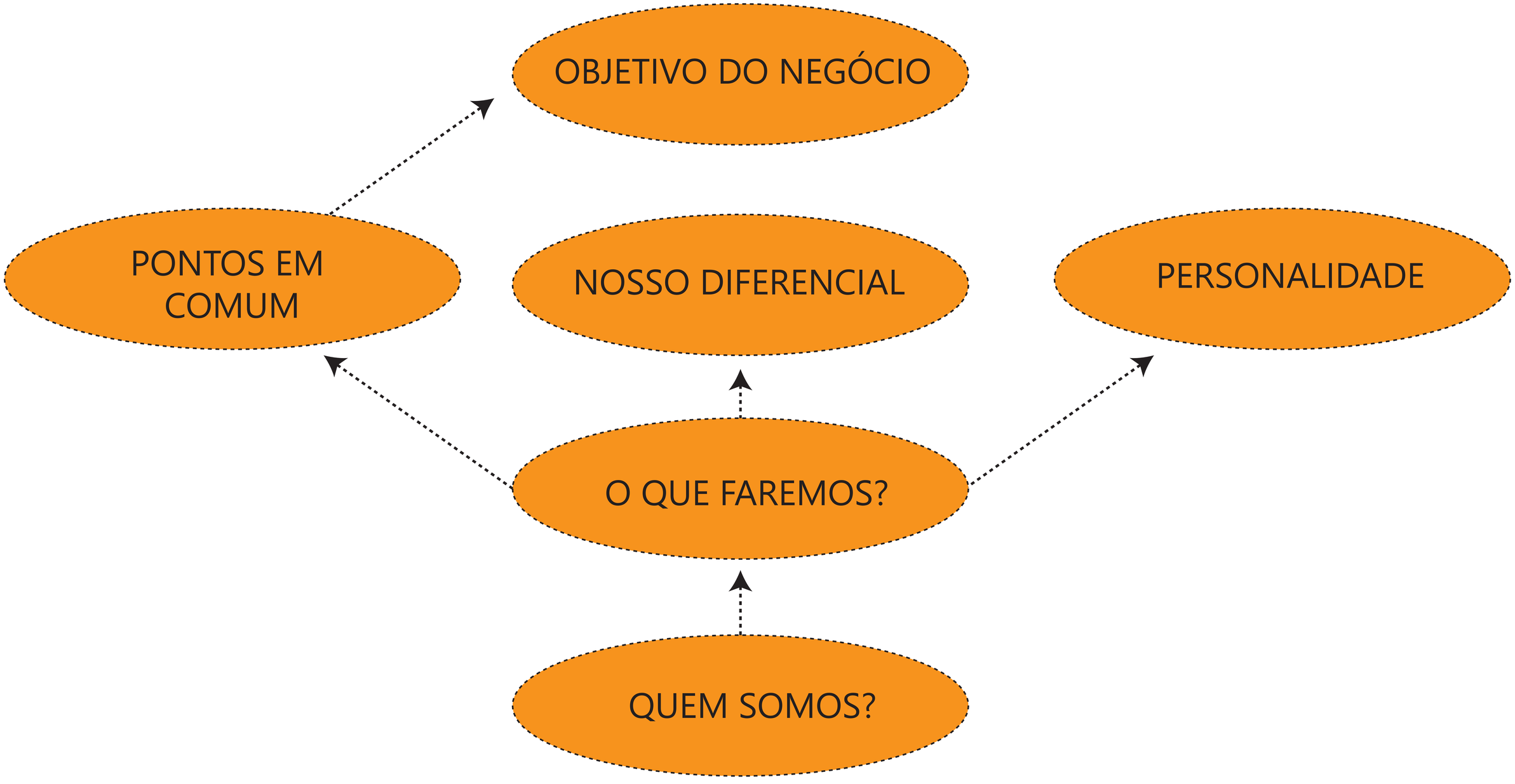MAPA COGNITIVO