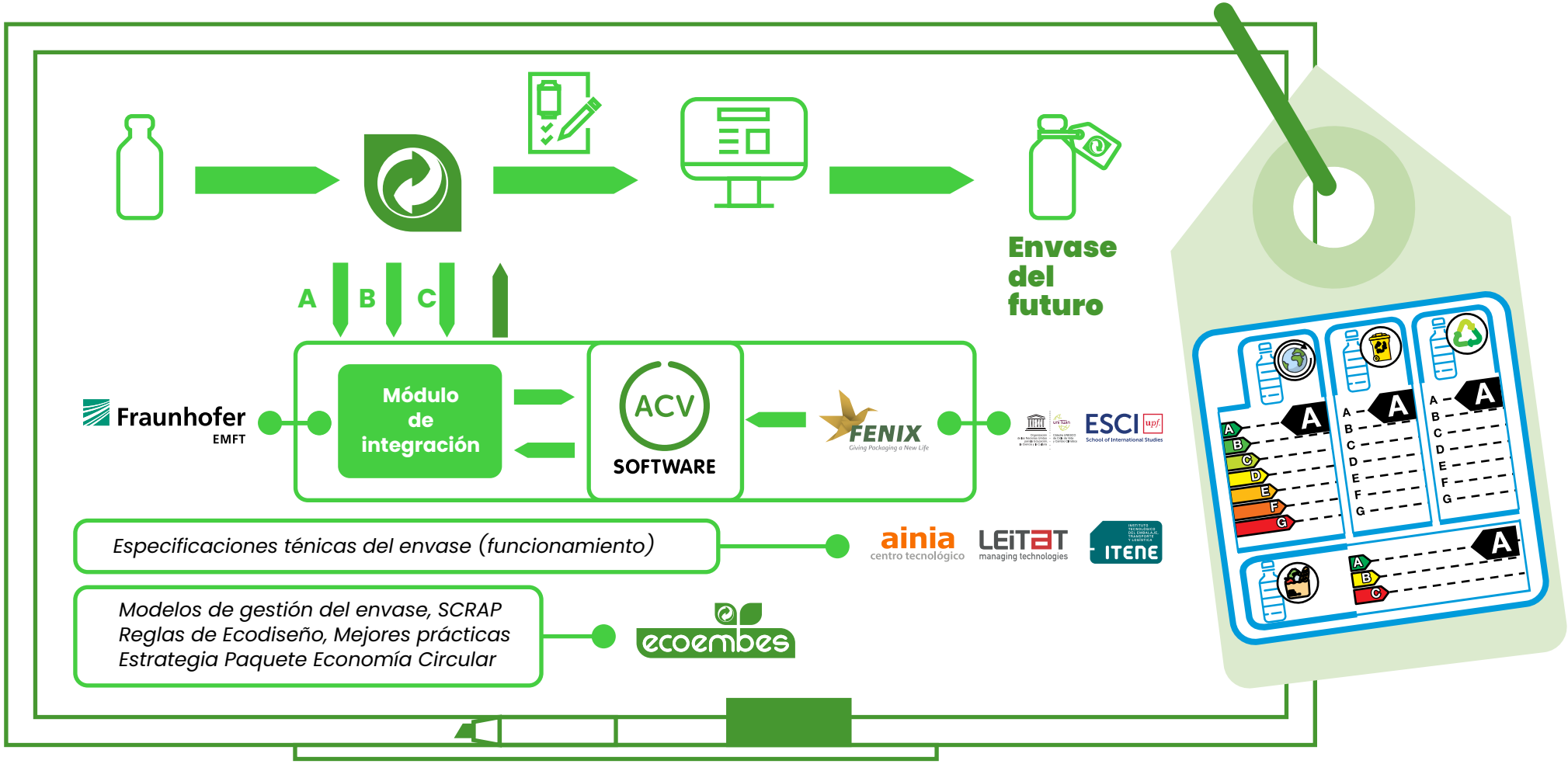METODOLOGÍA DESARROLLADA