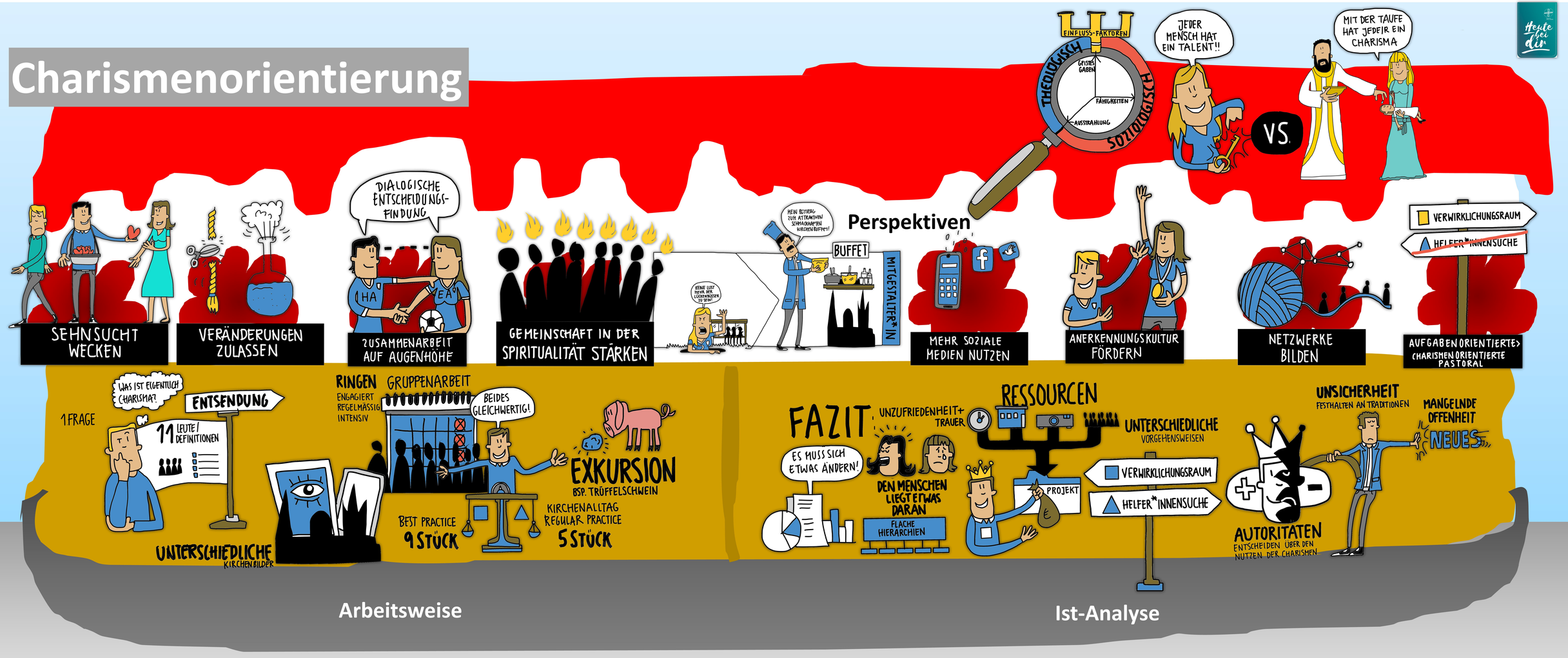Charismenorientierung