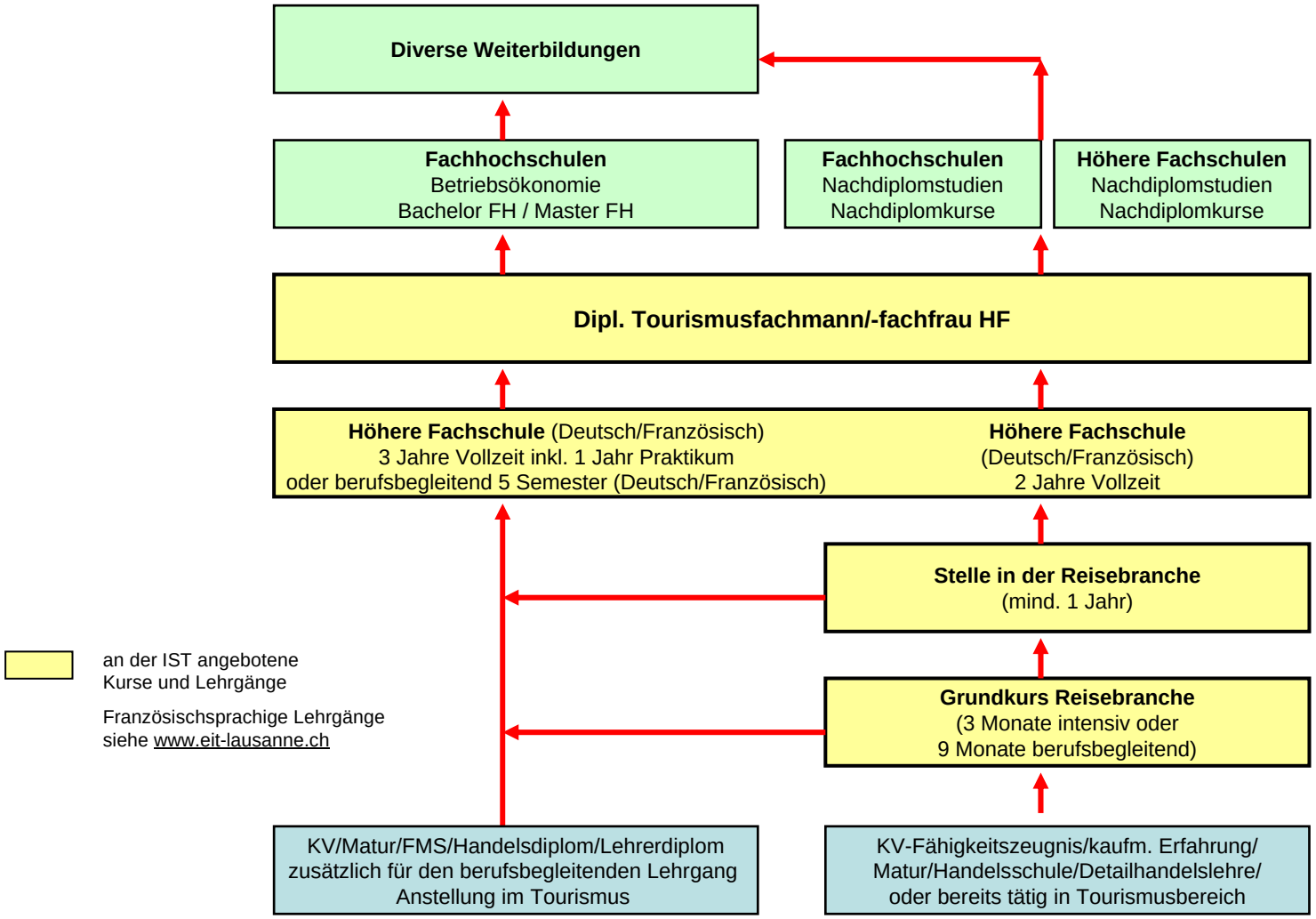Die Stufen zum Erfolg