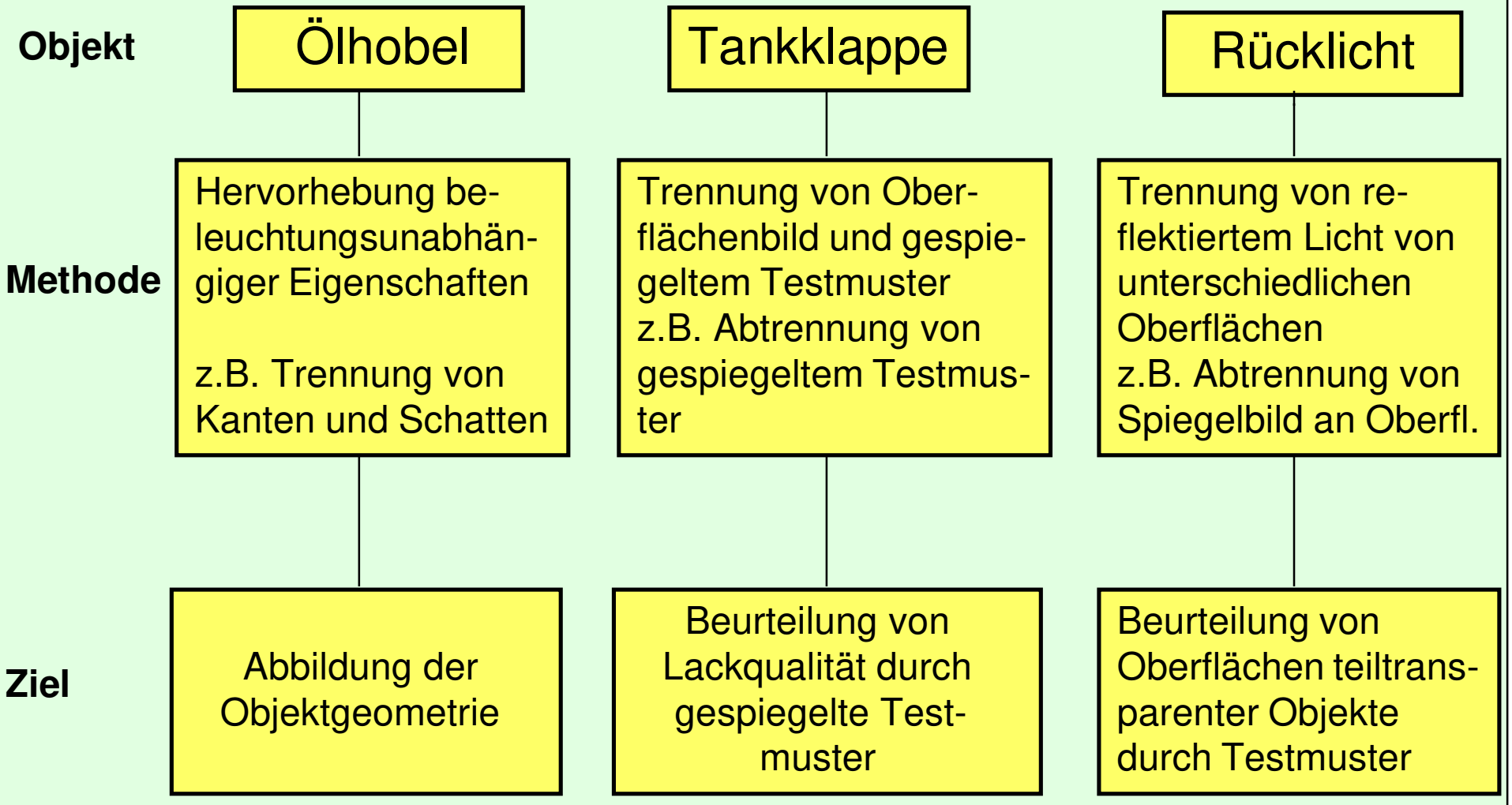Ziele und Methoden