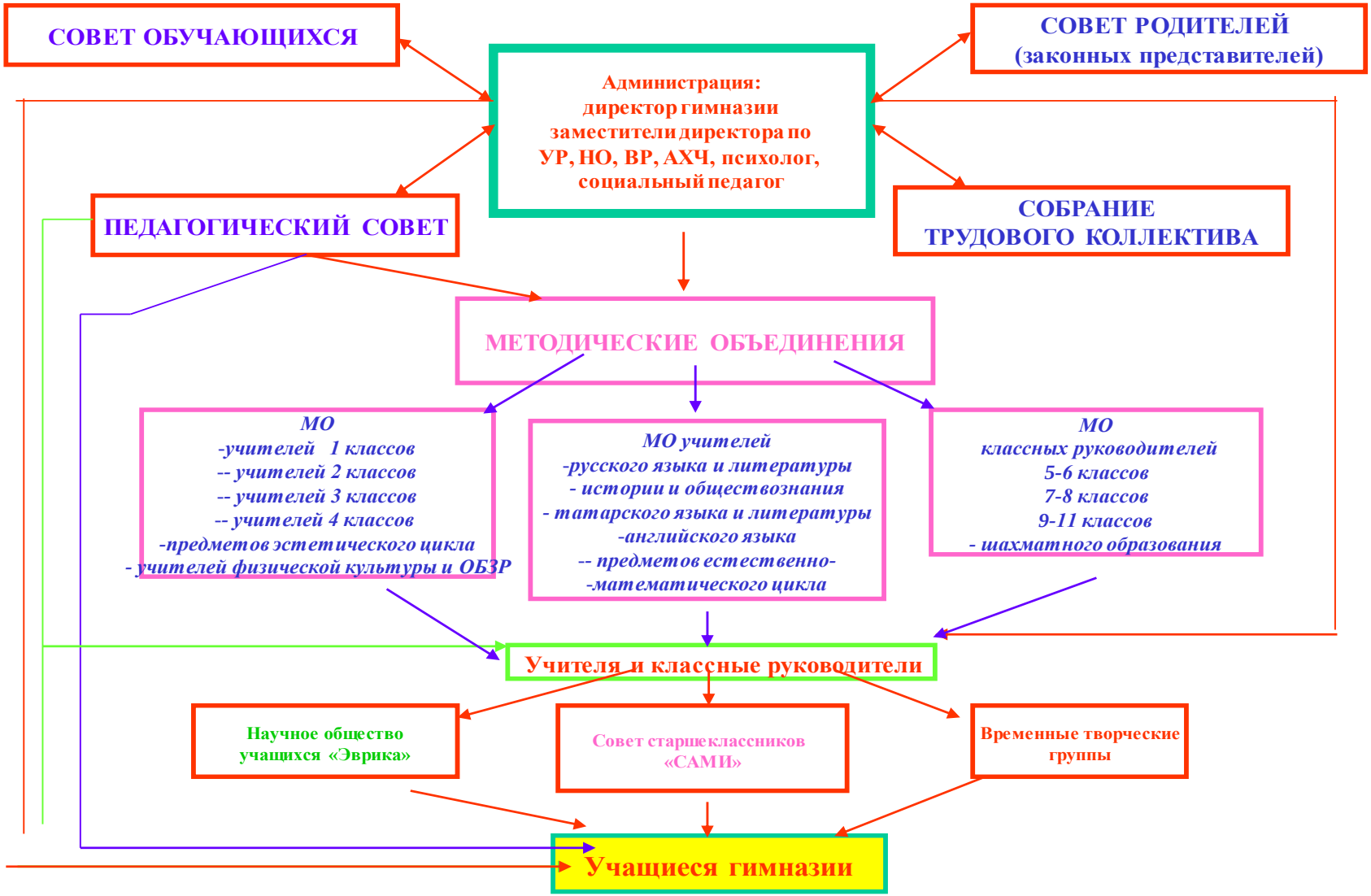Структура управленческой деятельности