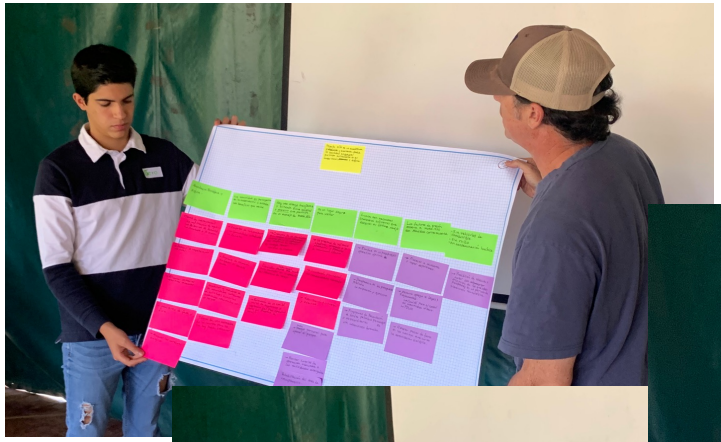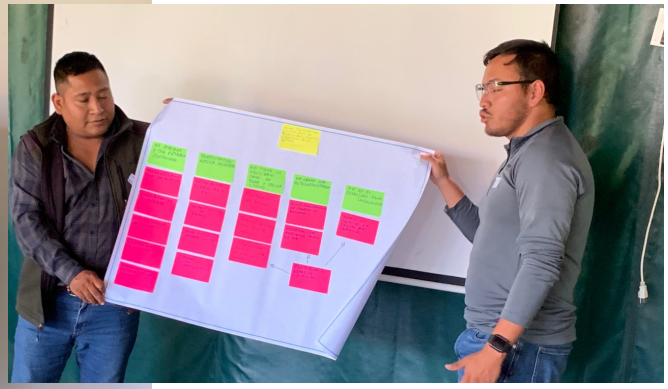Teoría de Cambio: