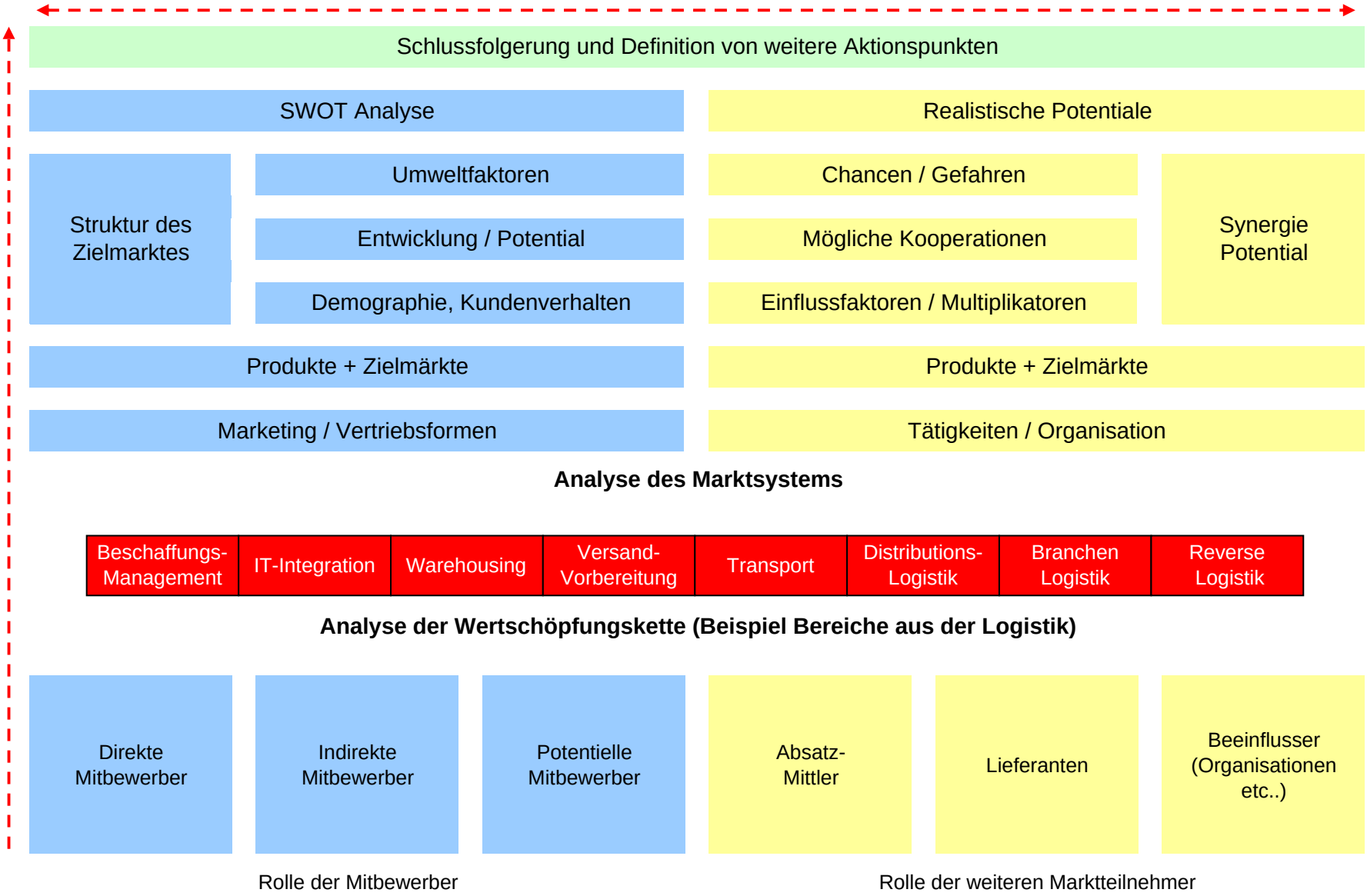Aufbau Martkanalysen