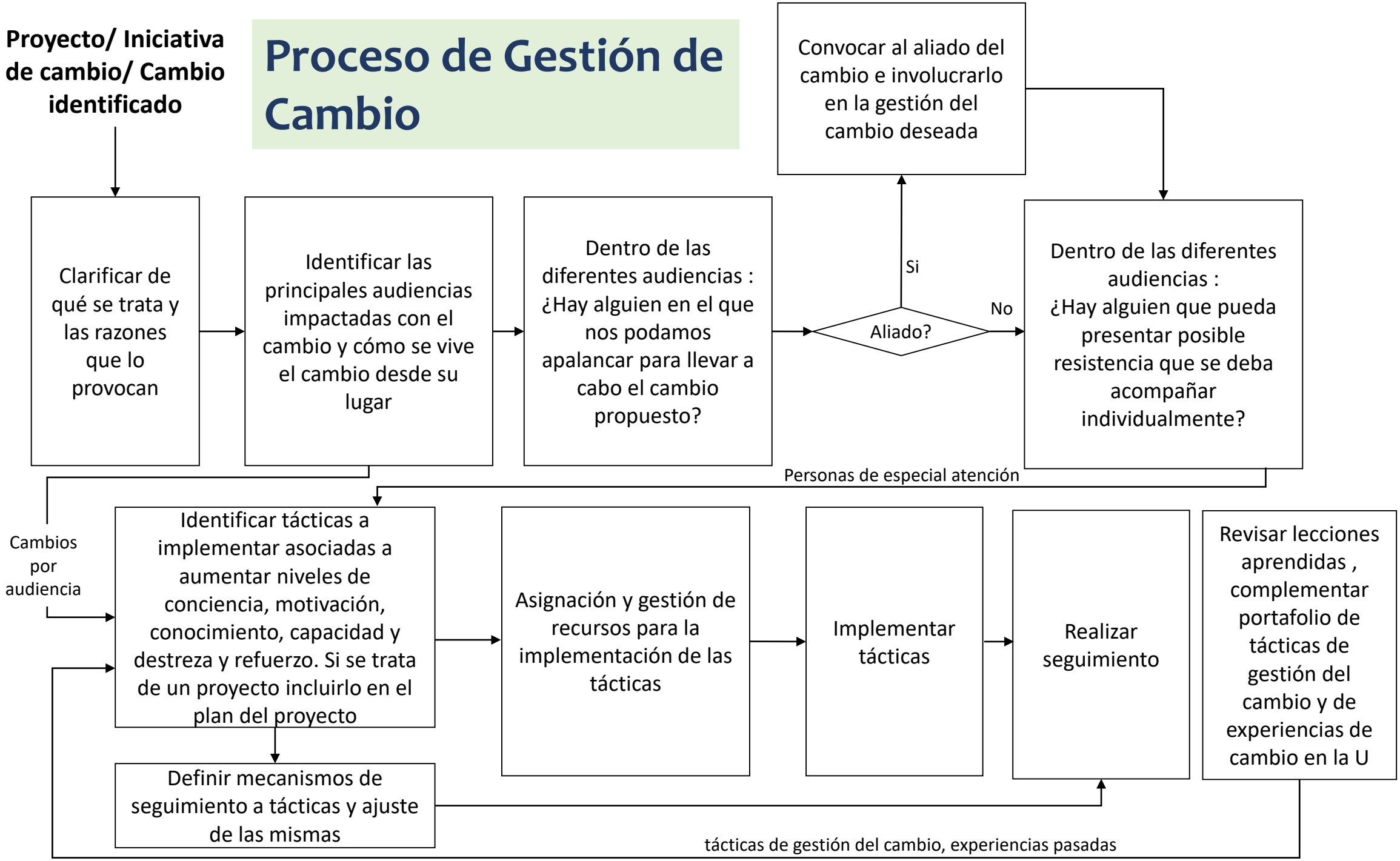Proceso de Gestión de Cambio