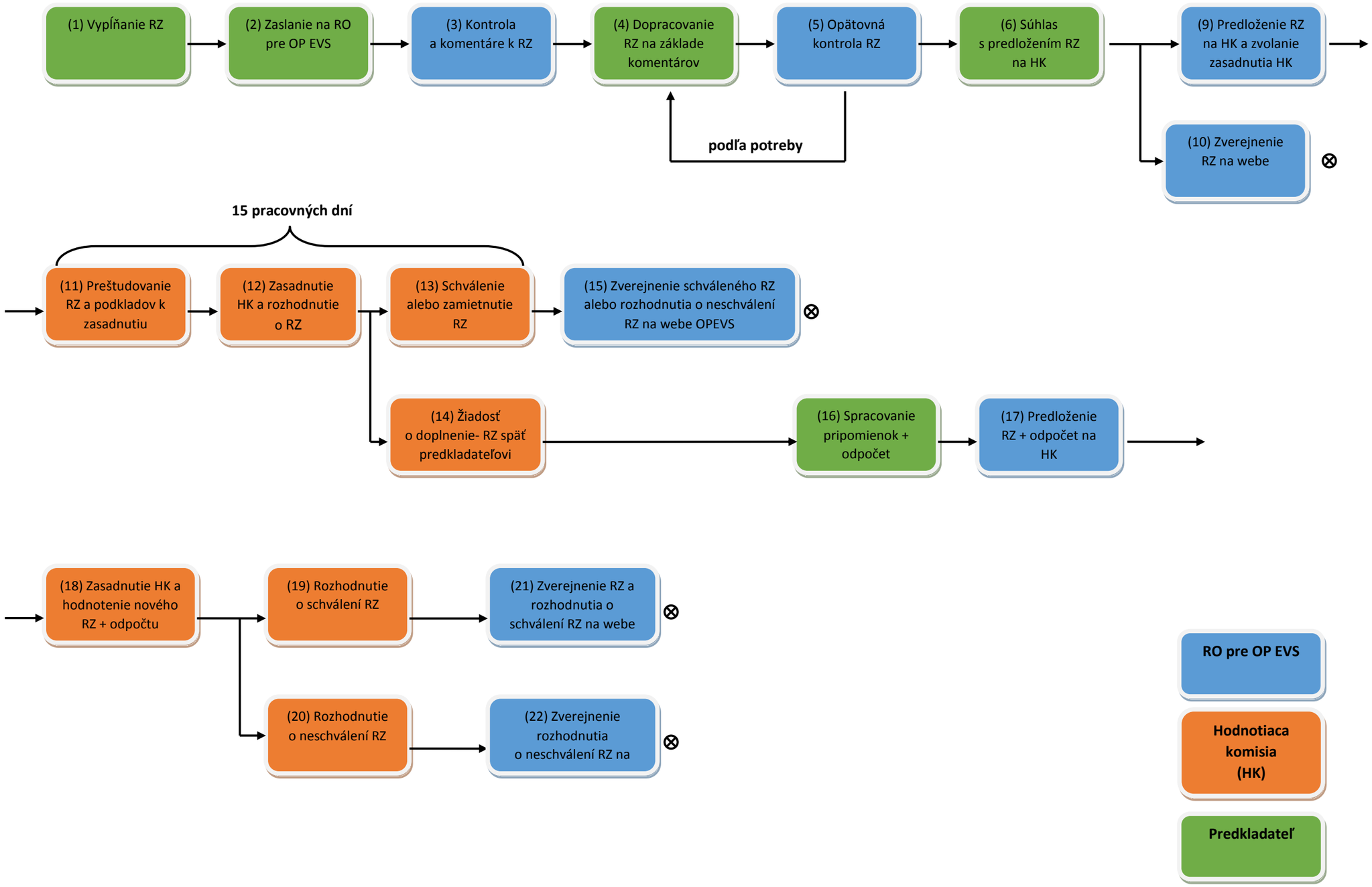Mapa životného cyklu reformného zámeru