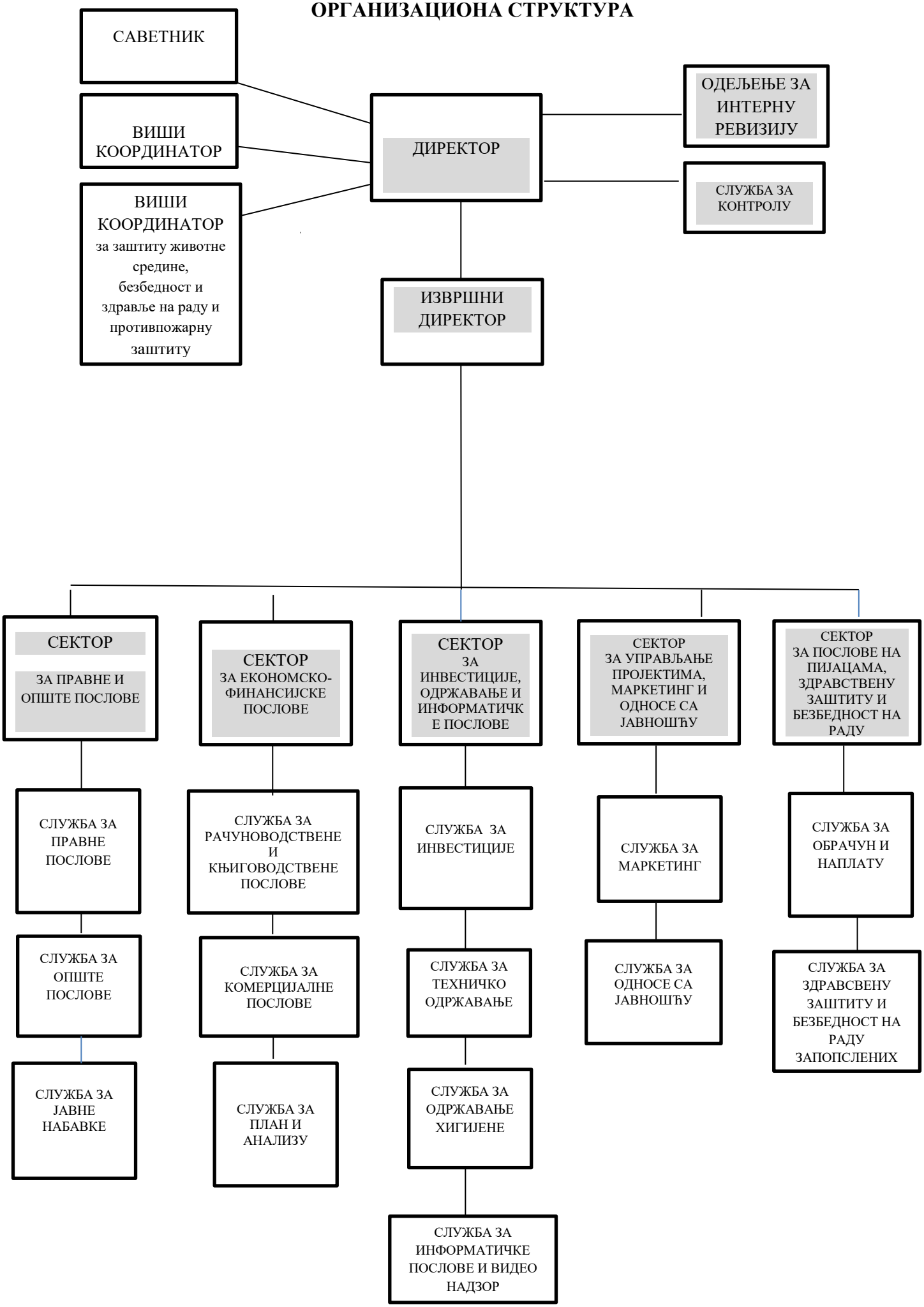ОРГАНИЗАЦИОНА СТРУКТУРА