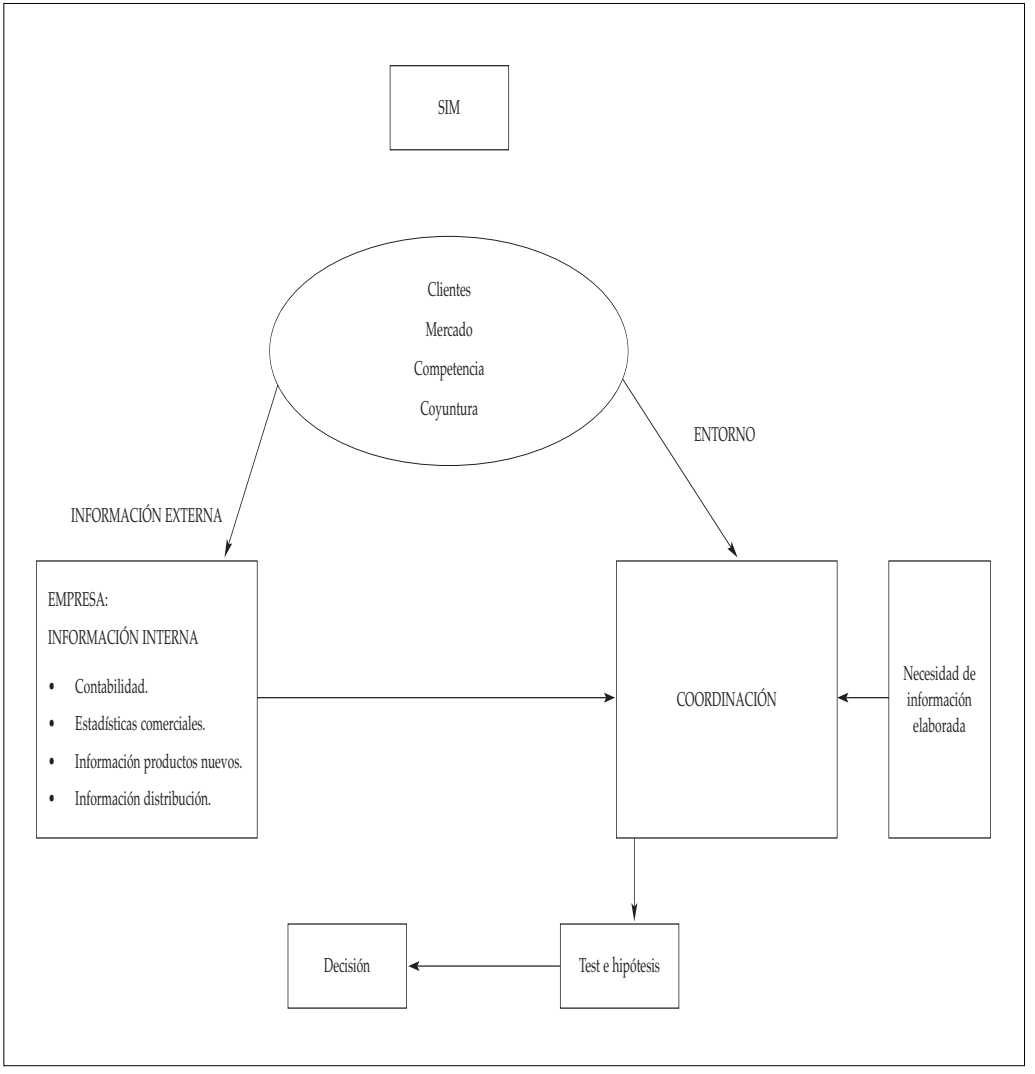

GRÁFICO 3. SISTEMAS DE INFORMACIÓN DE MÁRKETING (SIM)