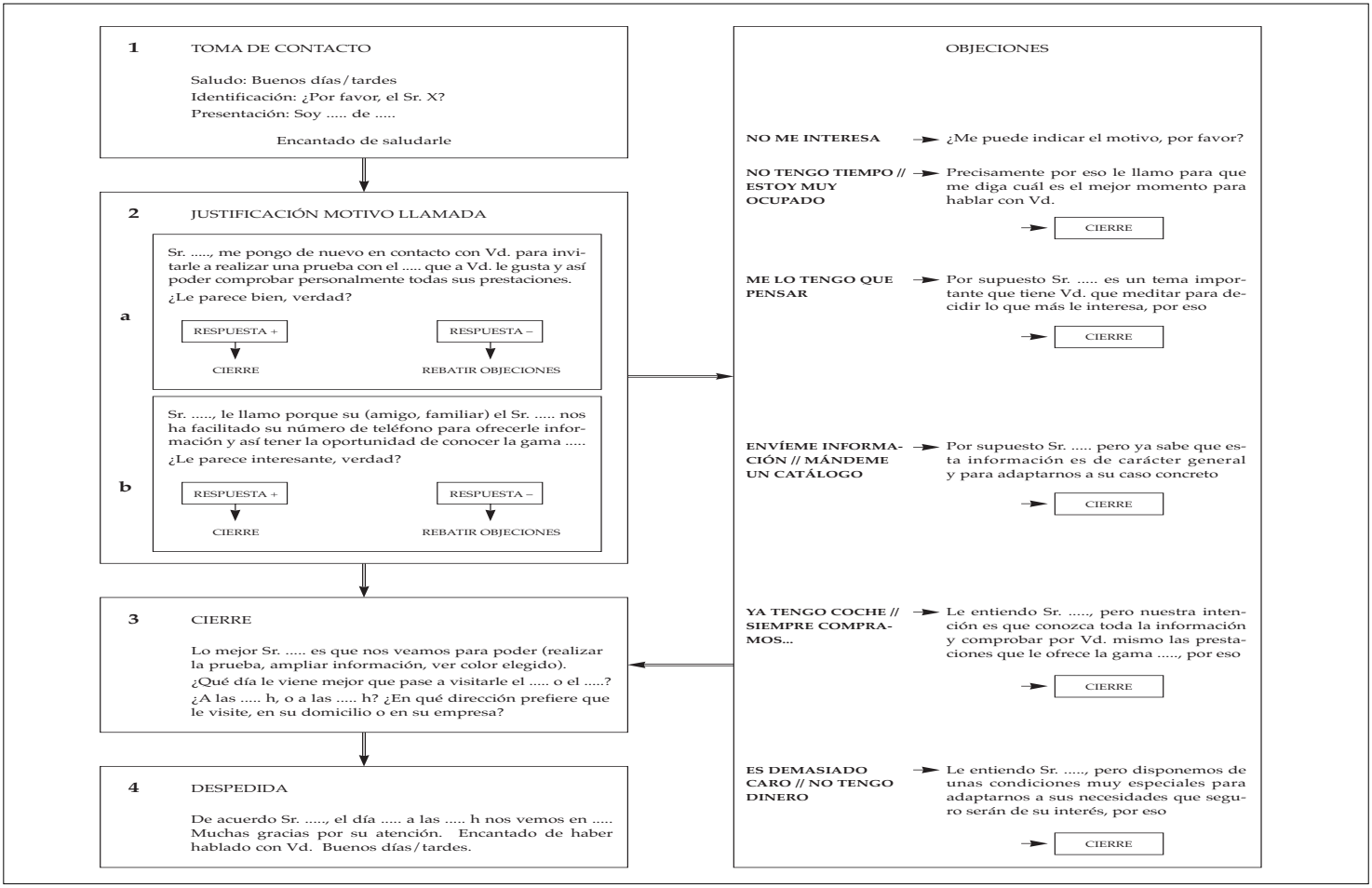

GRÁFICO 1. GUIÓN DE LLAMADA TIPO