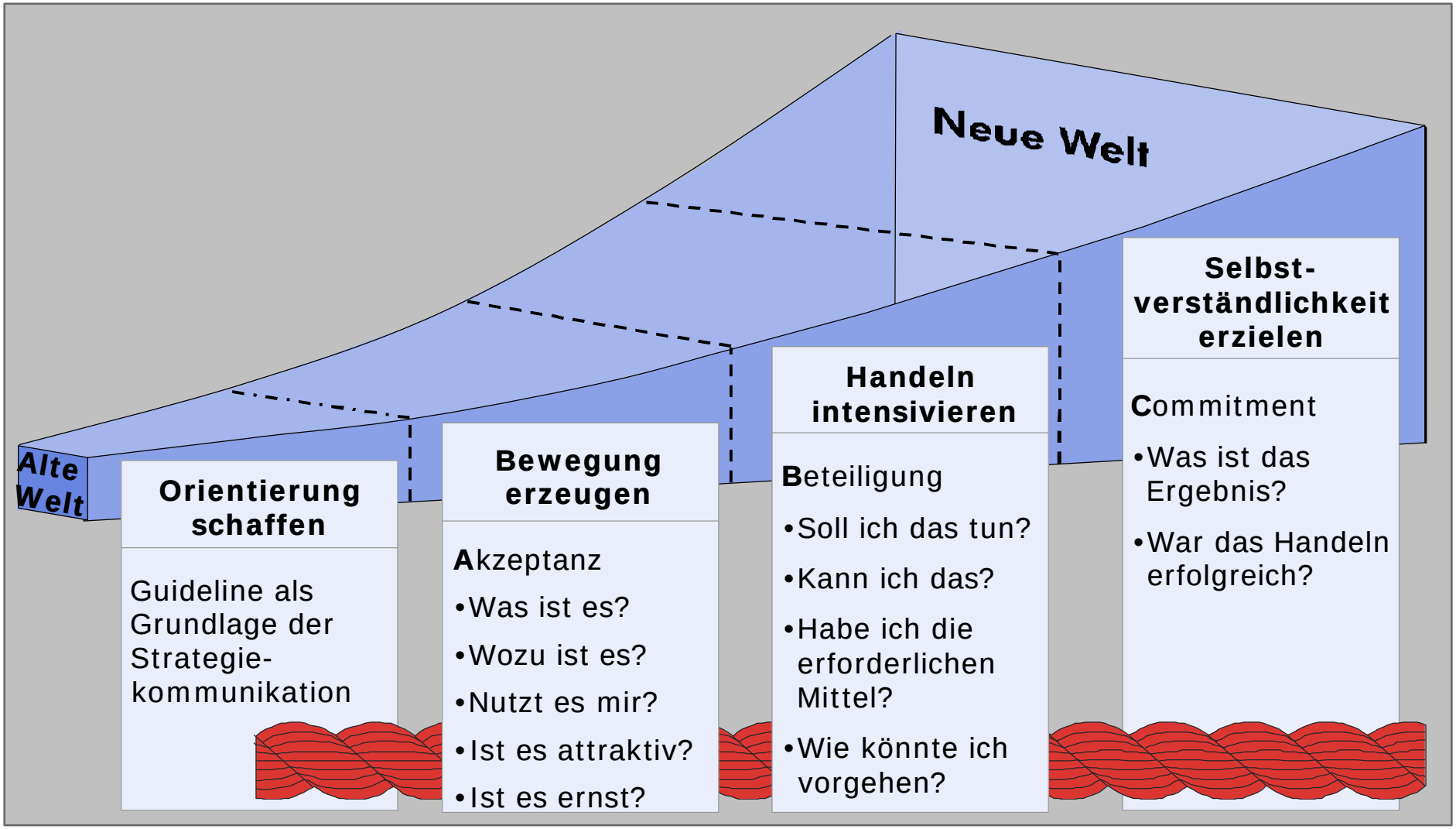ABC-Regel: Impulse beantworten die Fragen aus der Landkarte des Akteurs