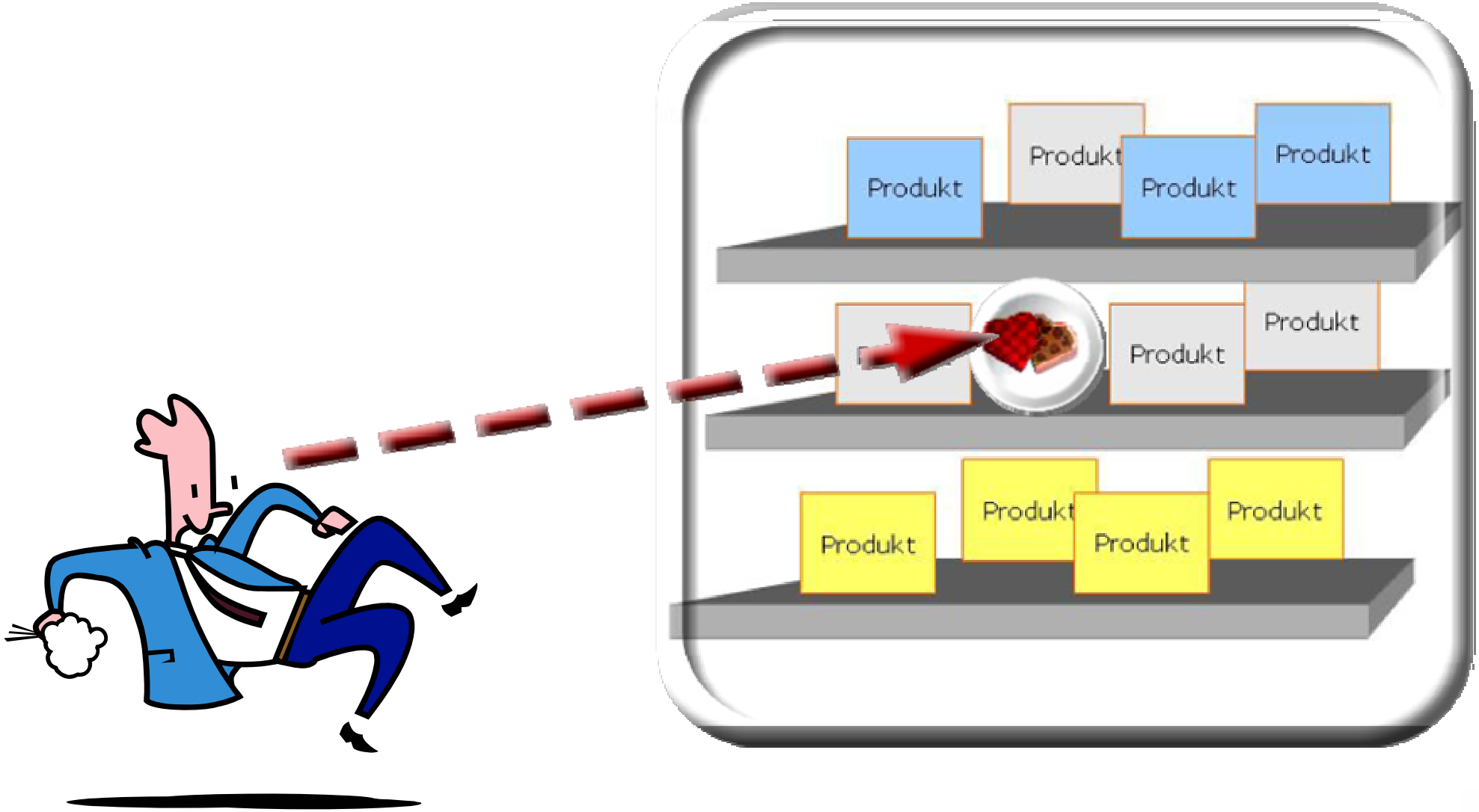Verkaufen ist Emotionsmanagement