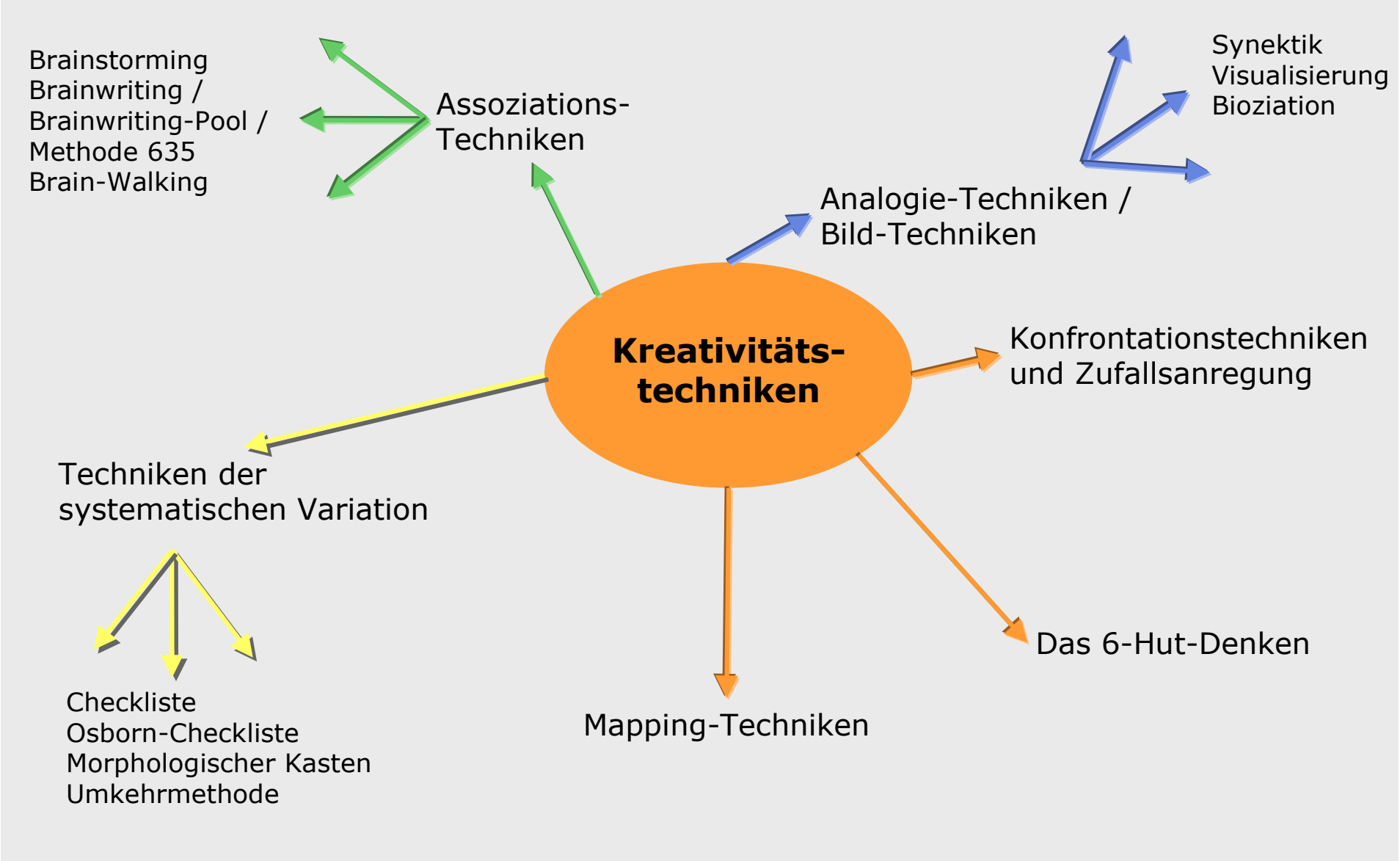Kreativitätstechniken