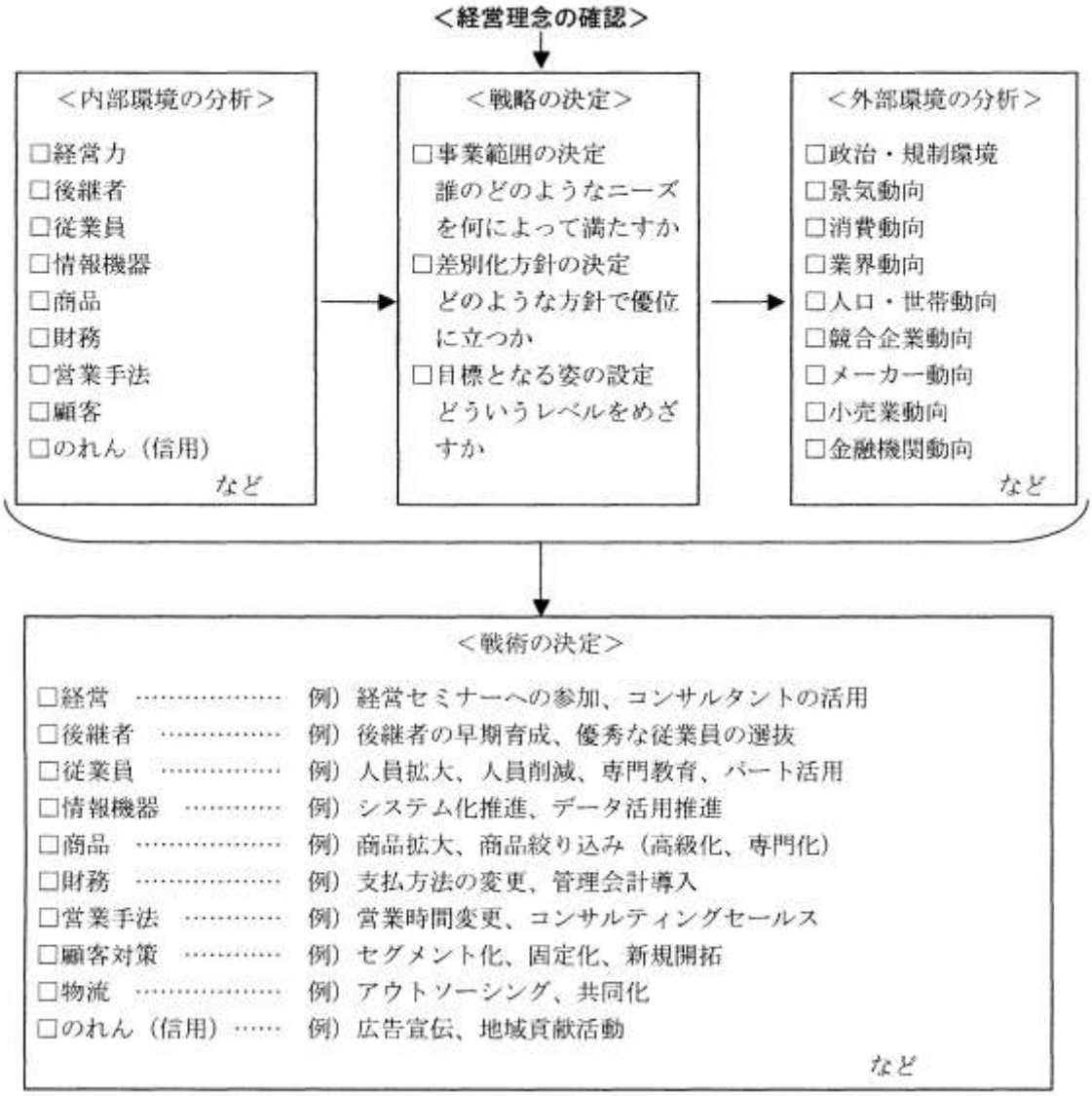経営戦略・戦術決定の概要図