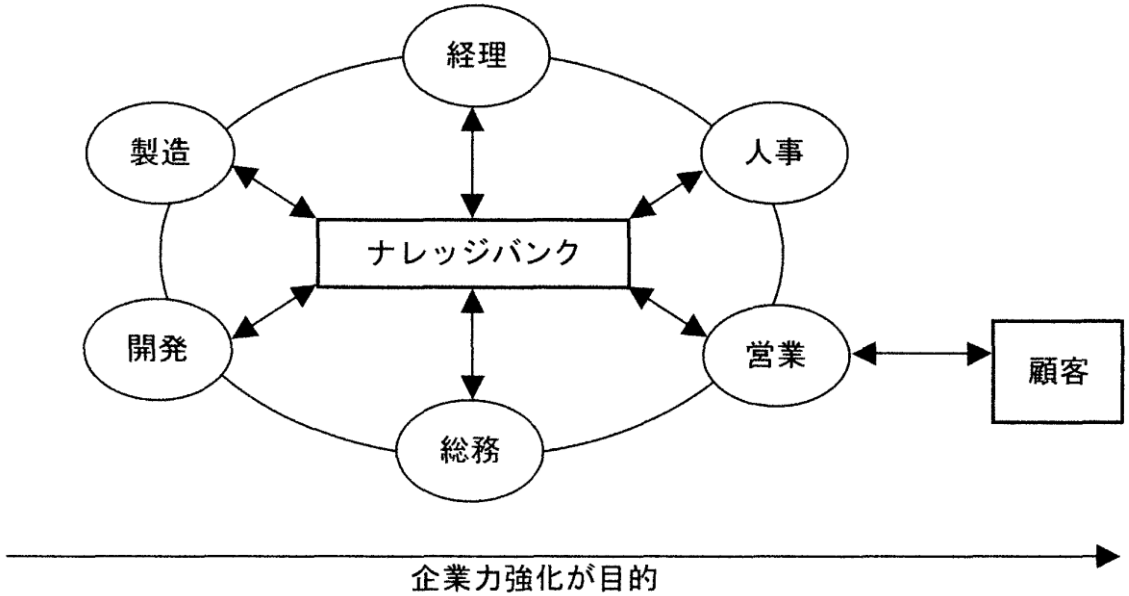自社組織内におけるナレッジの共有・活用