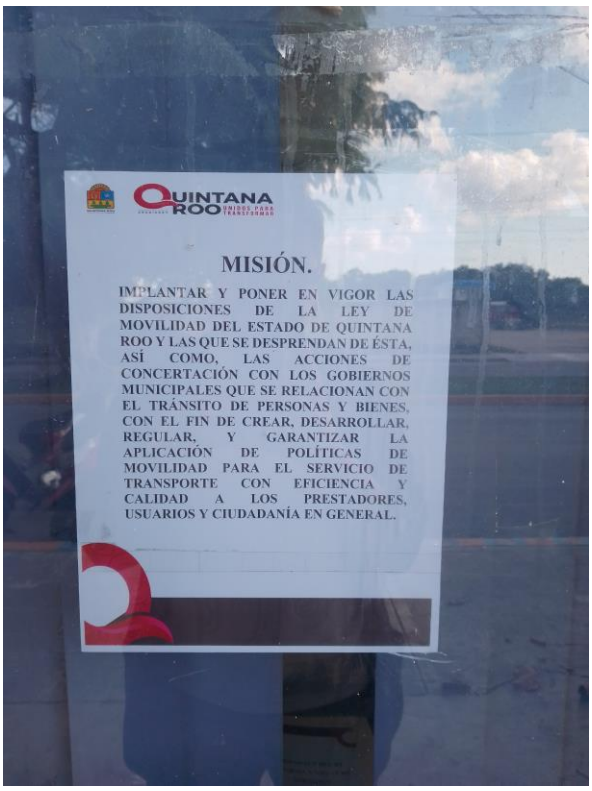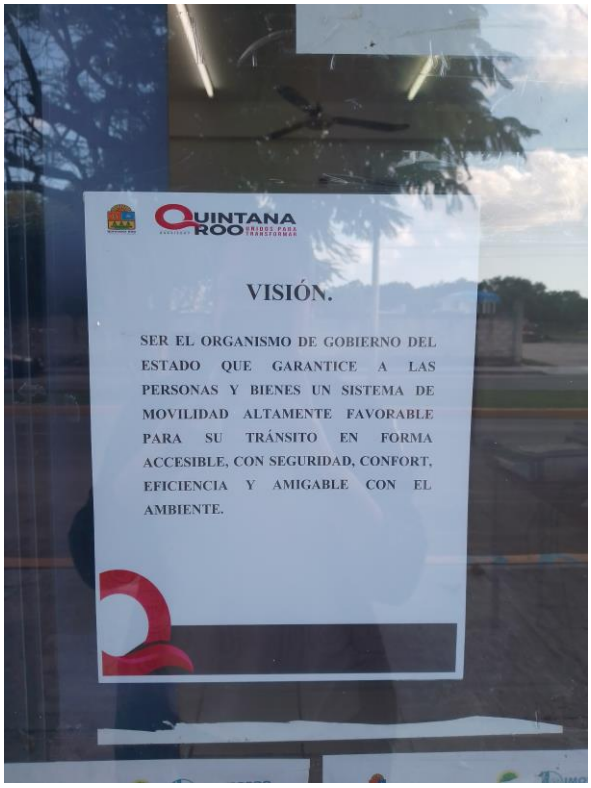MISIÓN Y VISIÓN A LA VISTA DEL PÚBLICO.