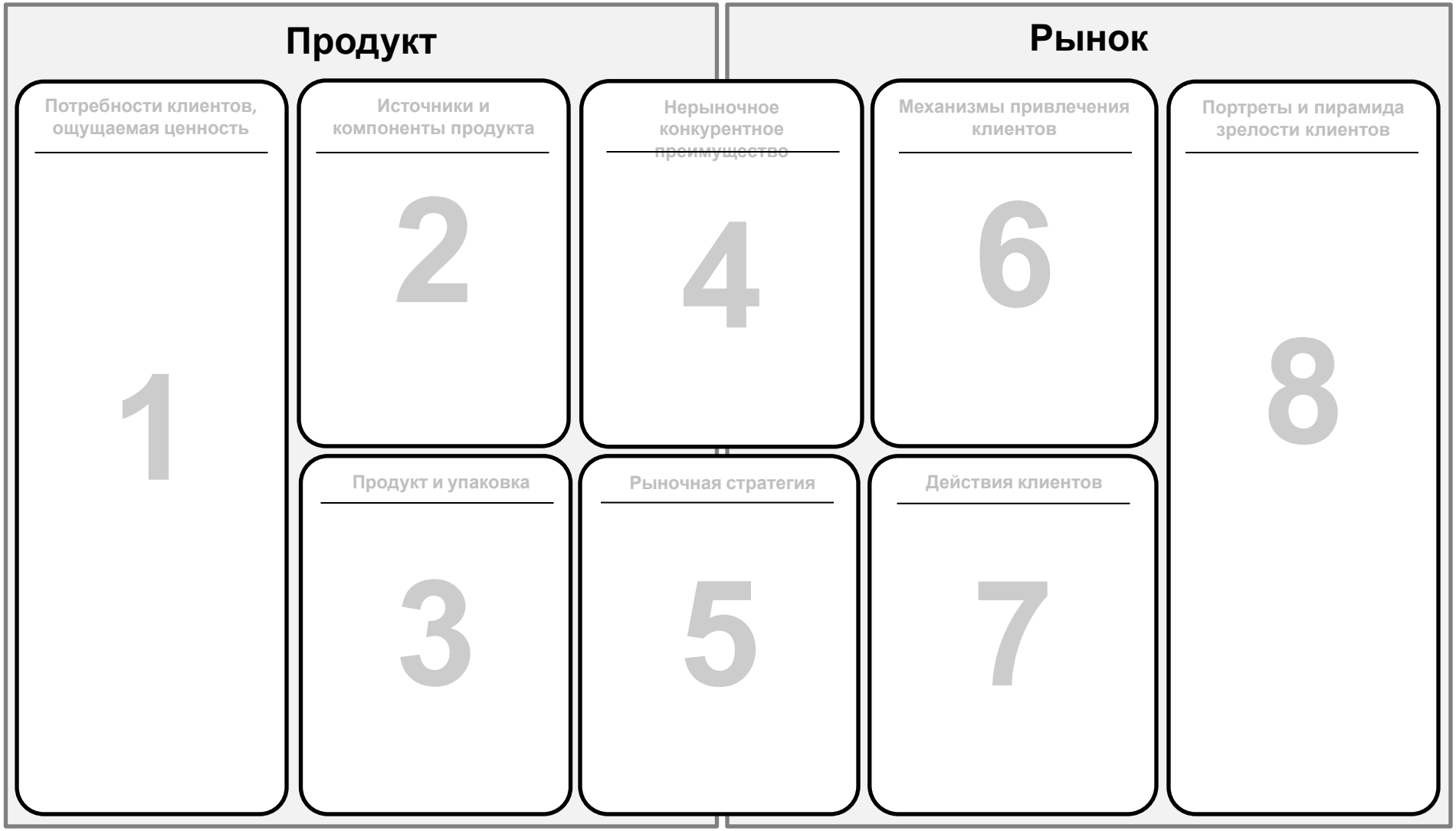# 8 блоков бизнес-модели