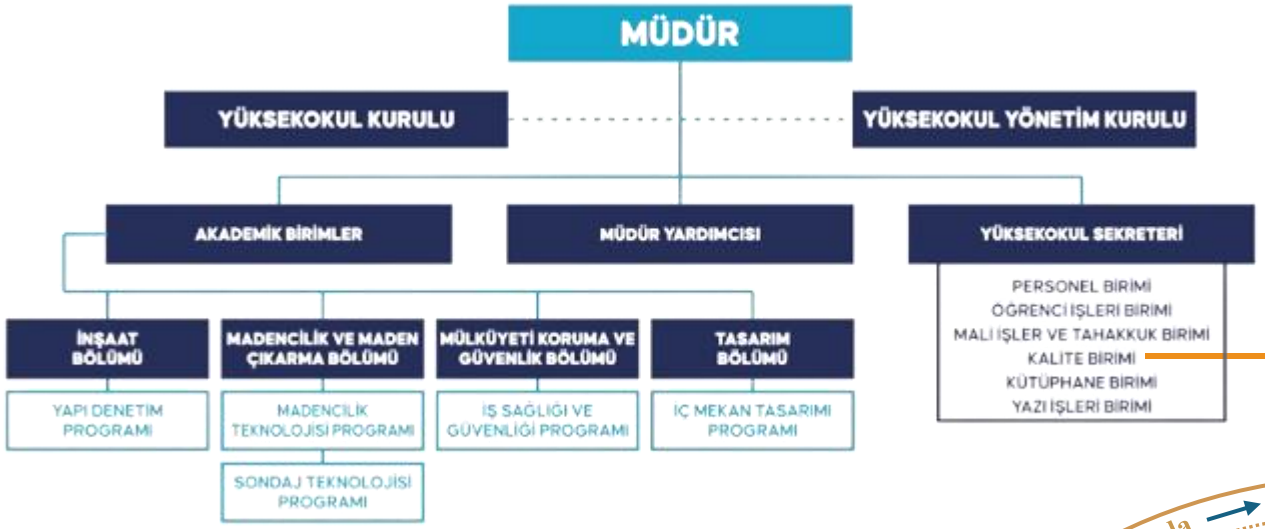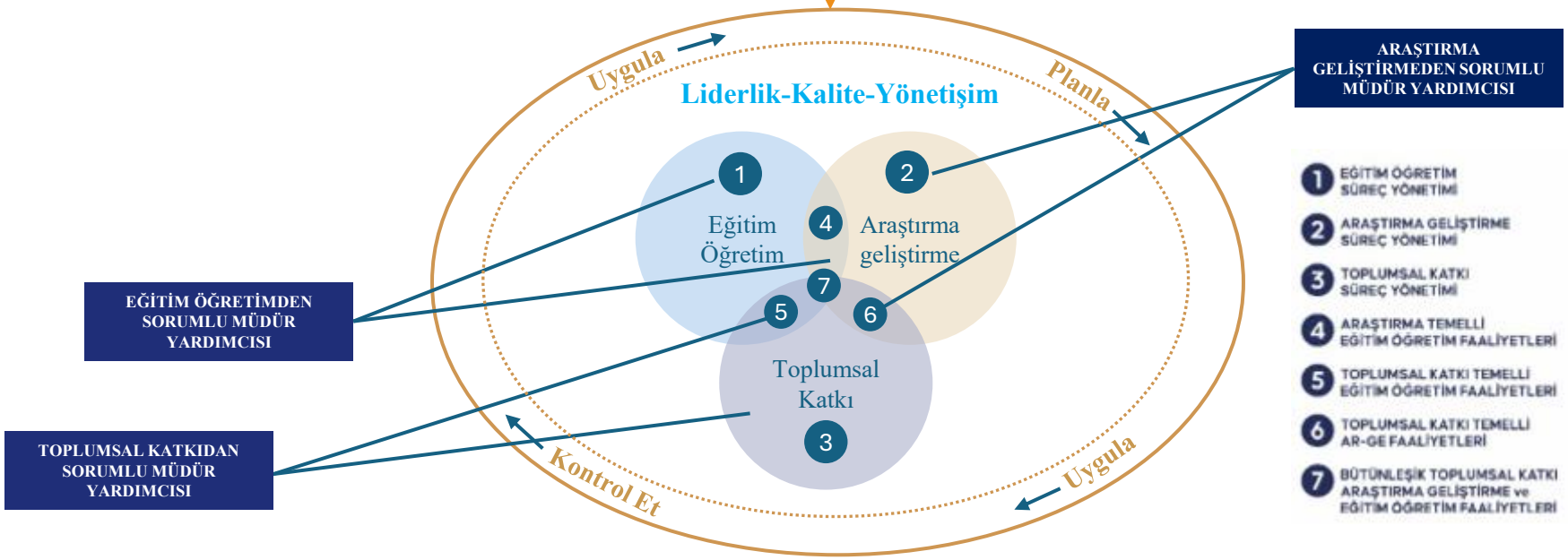YÖNETİŞİM MODELİ