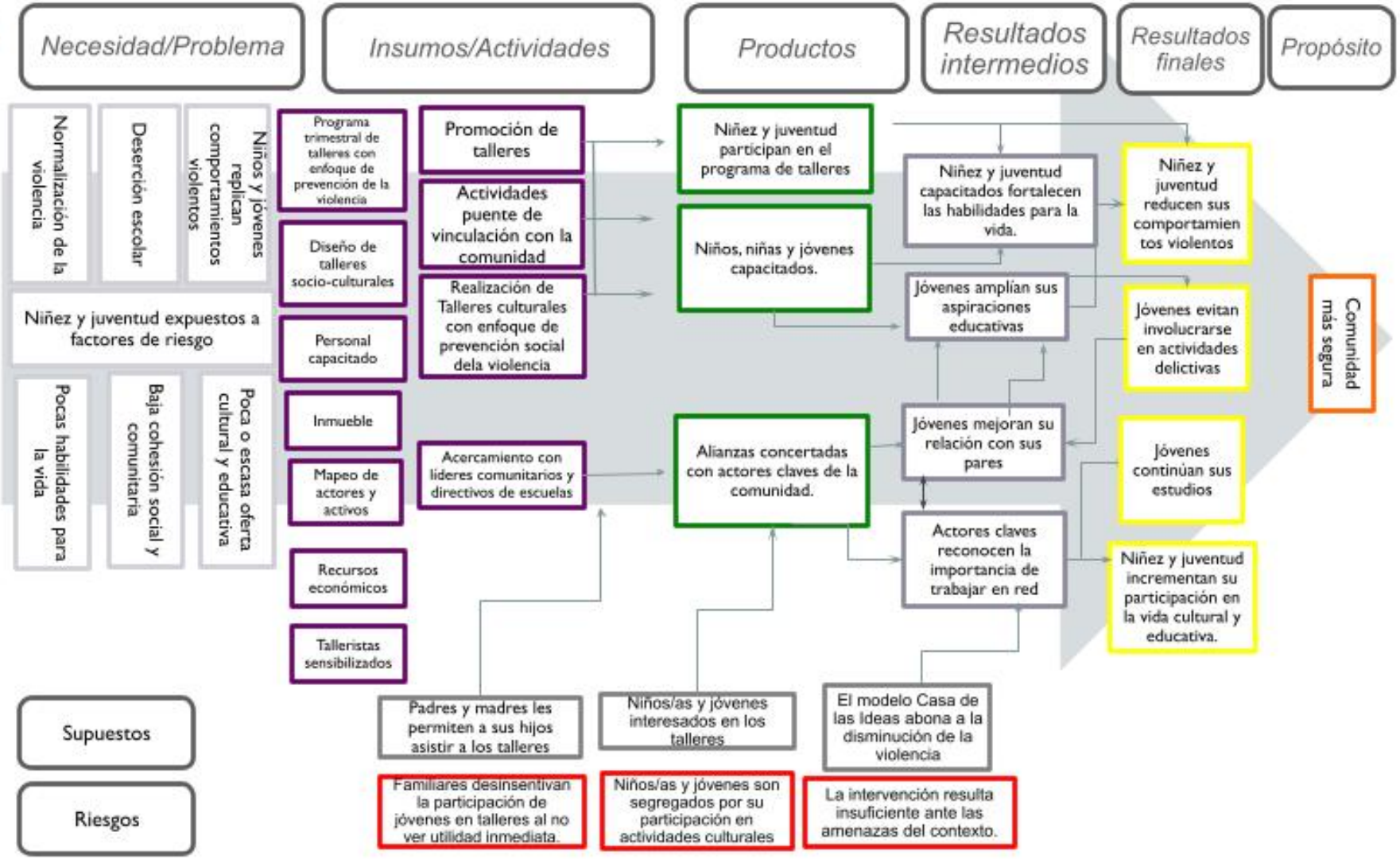TEORÍA DE CAMBIO CASA DE LAS IDEAS