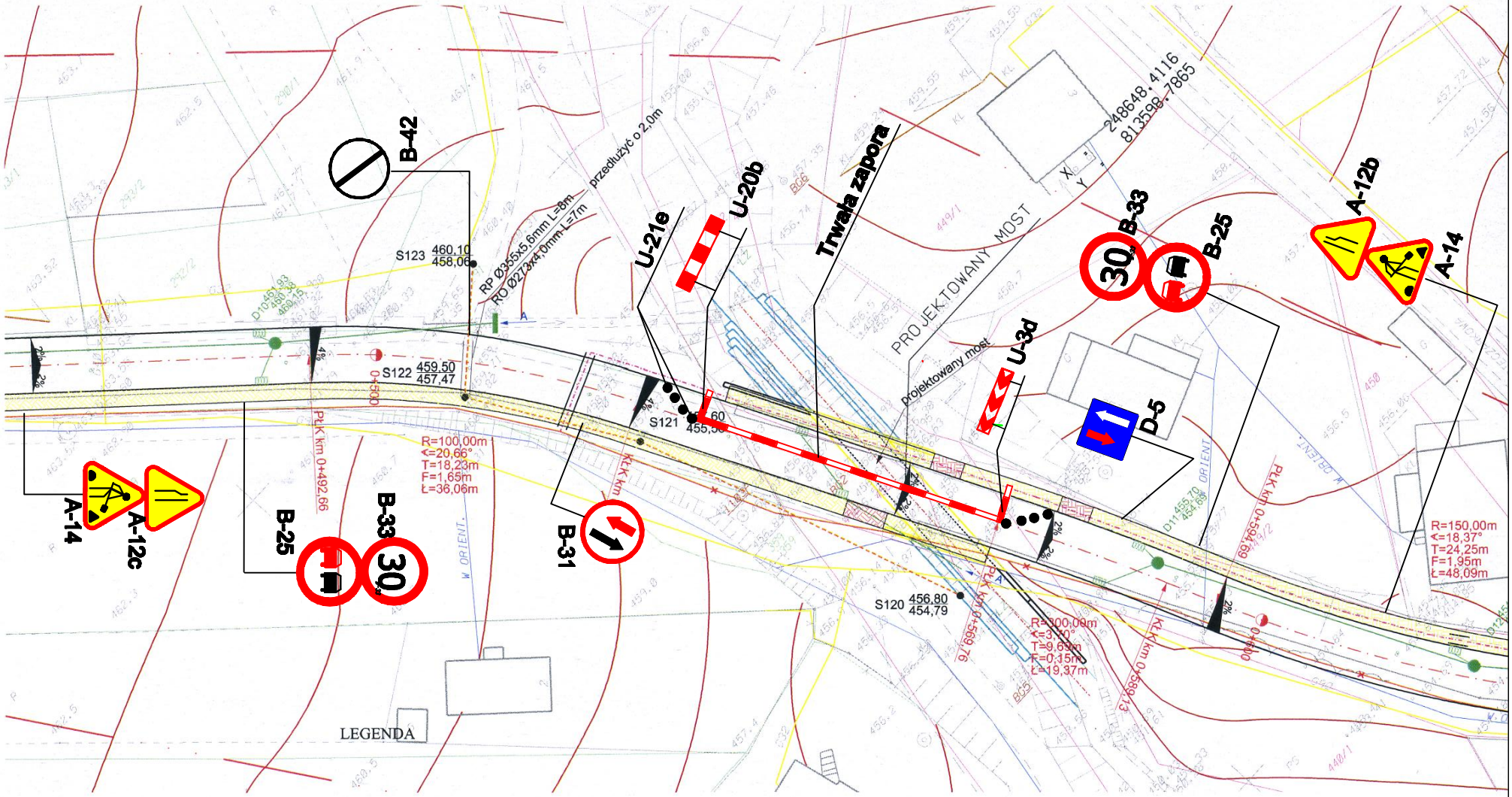PROJEKTOWANA ORGANIZACJA RUCHU