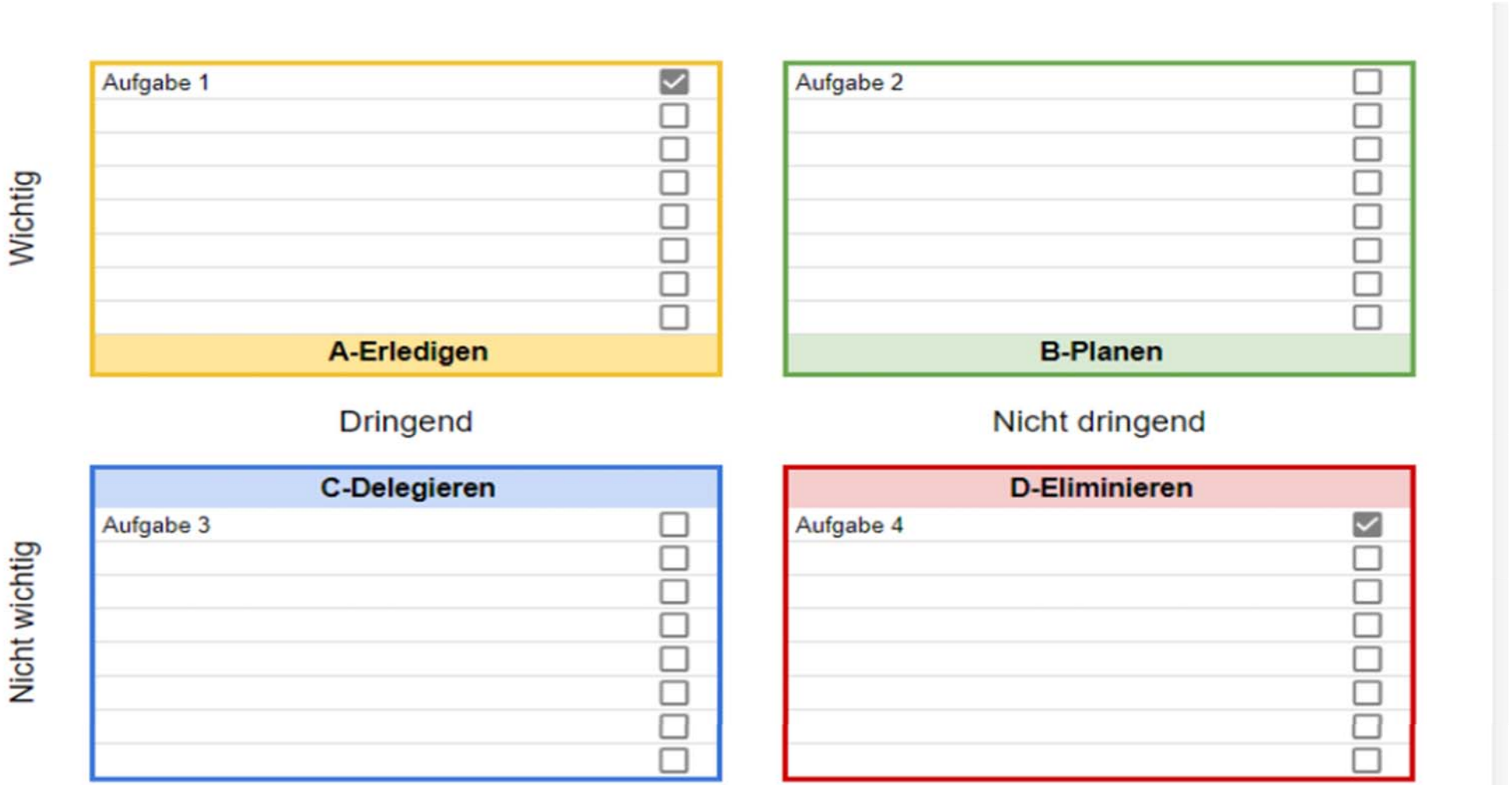Eisenhower-Prinzip