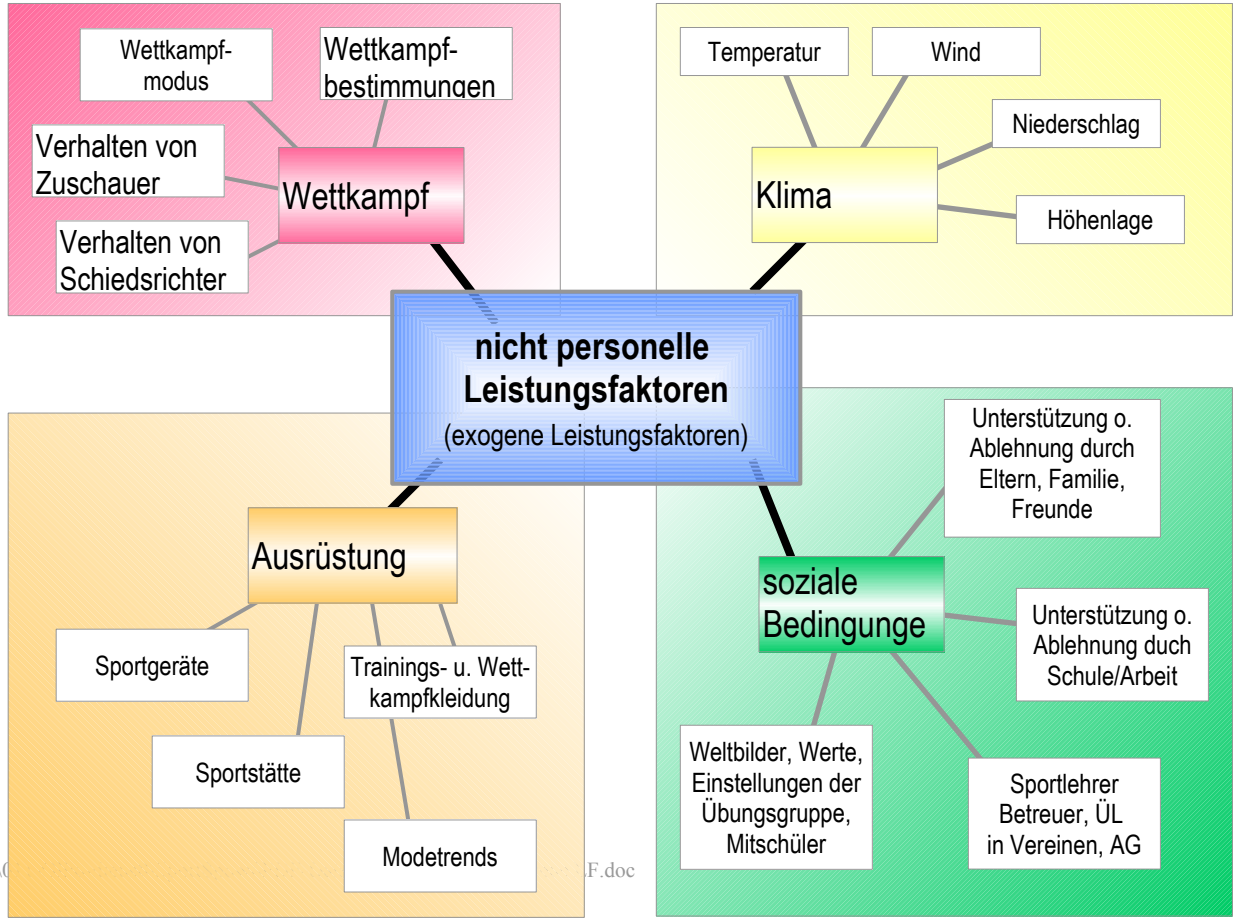Exogene Leistungsfaktoren