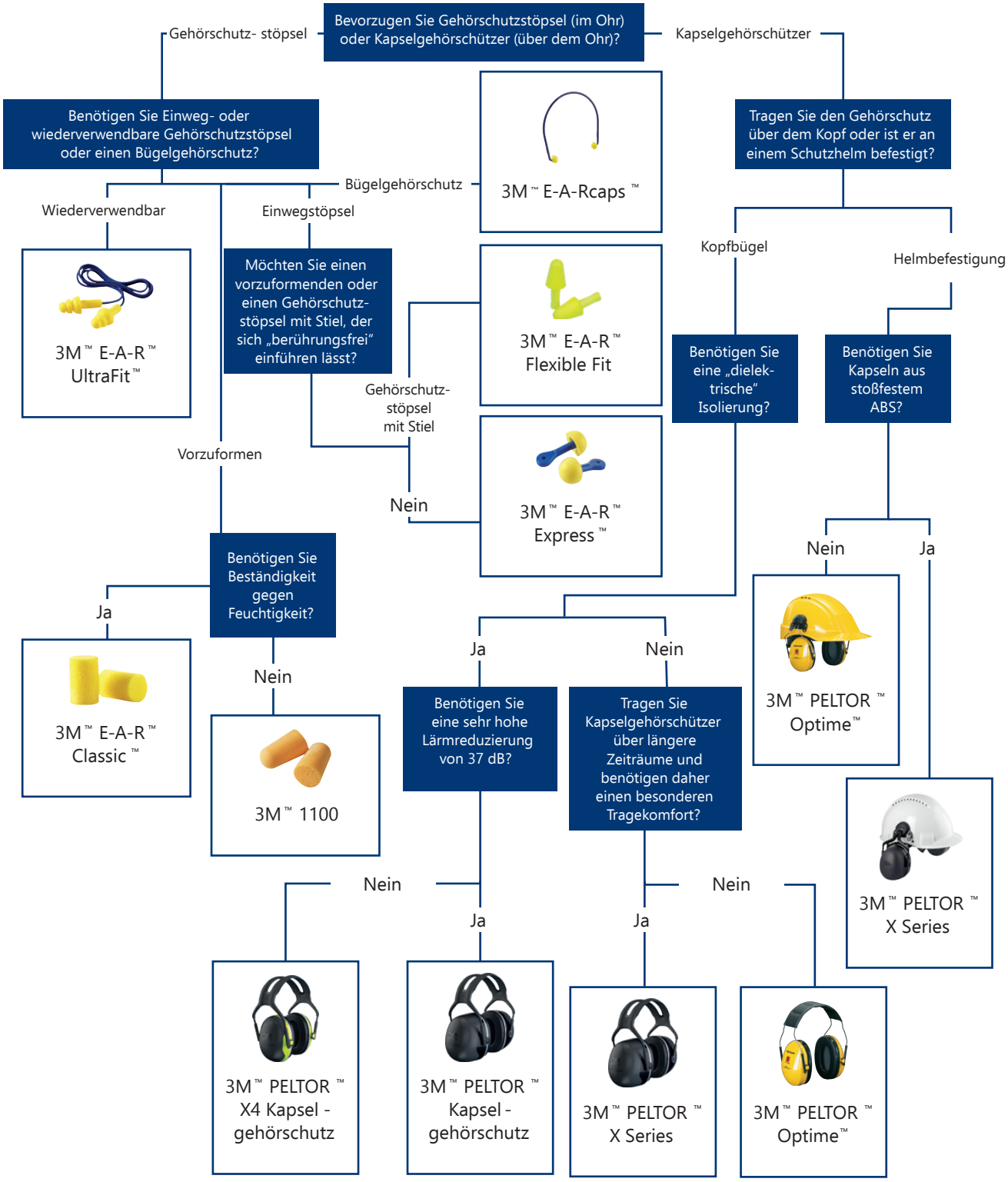Die Auswahl des richtigen Produkts