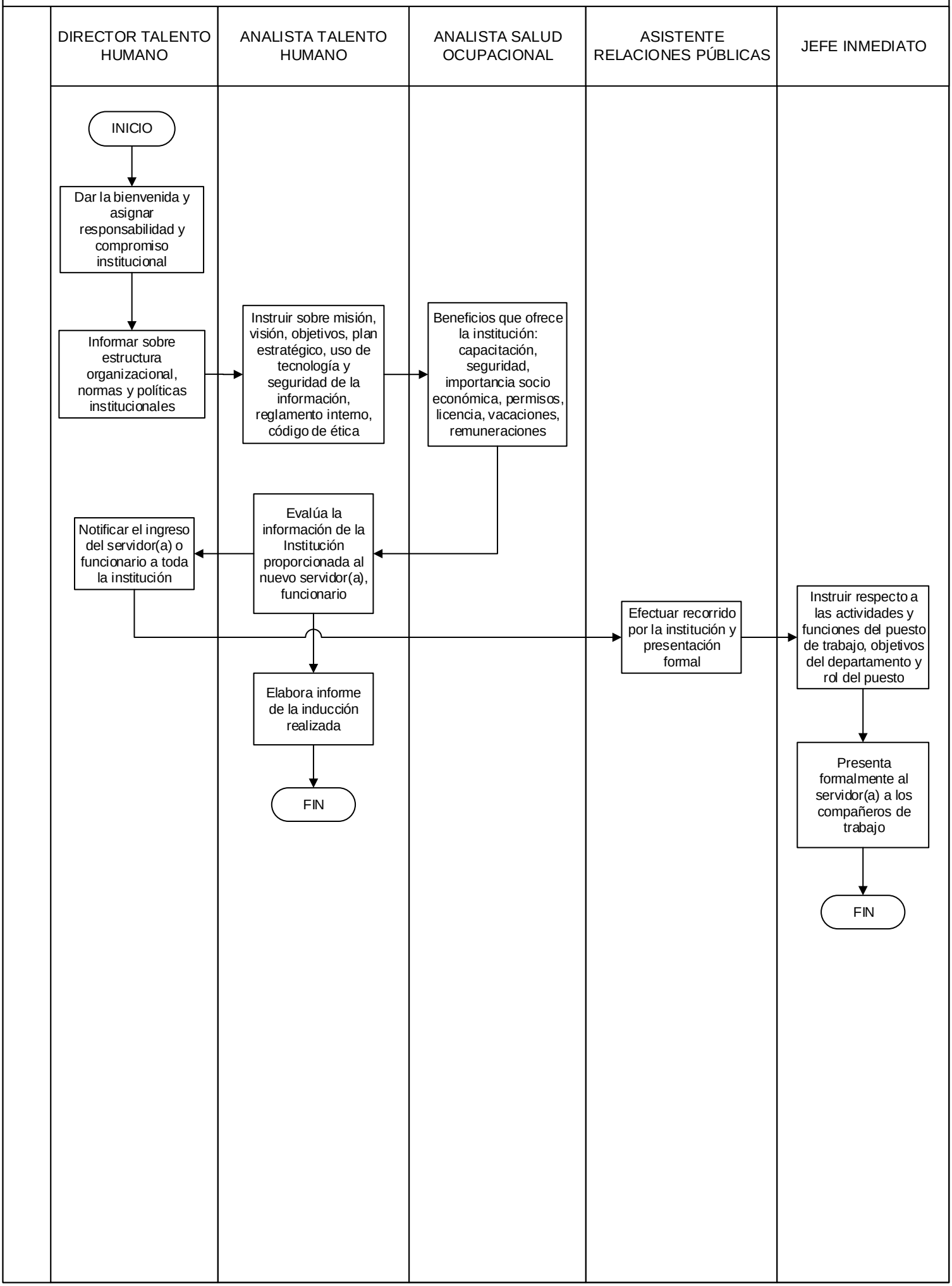INDUCCIÓN DEL TALENTO HUMANO