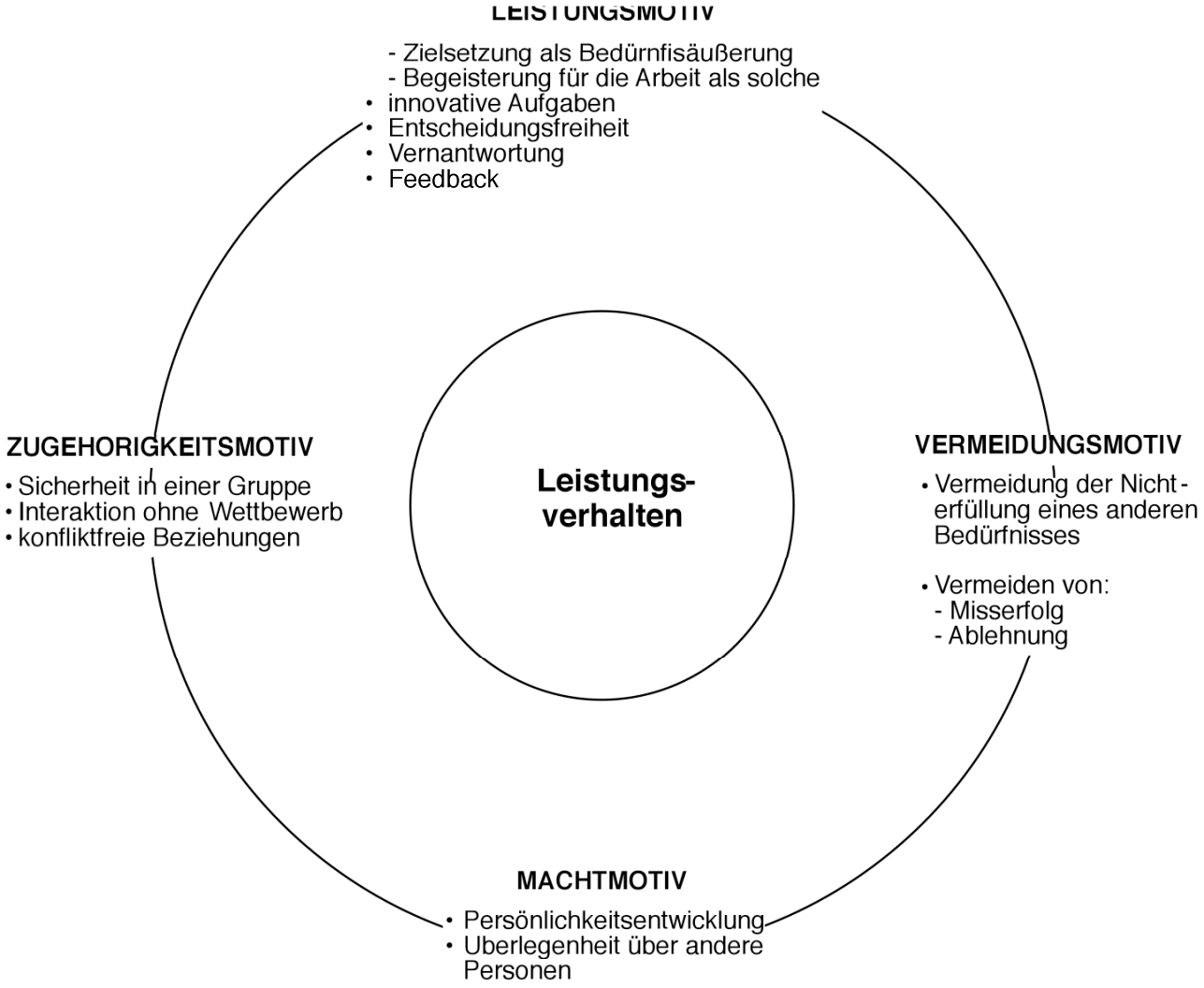MOTIVATION: BEDÜRFNISARTEN
(McClelland)