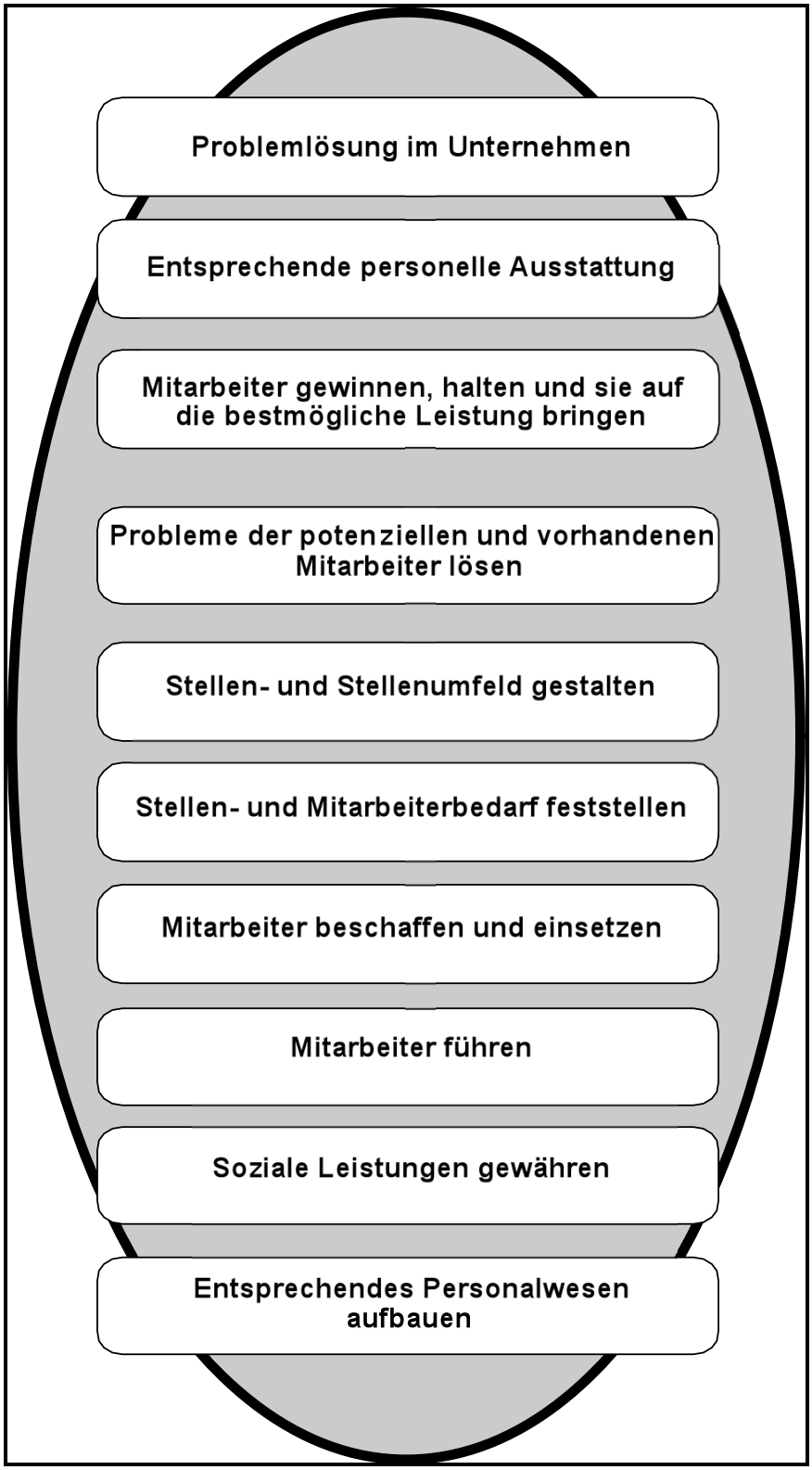PERSONALWIRTSCHAFT: MITARBEITERBEZOGENE PERSONALPOLITIK