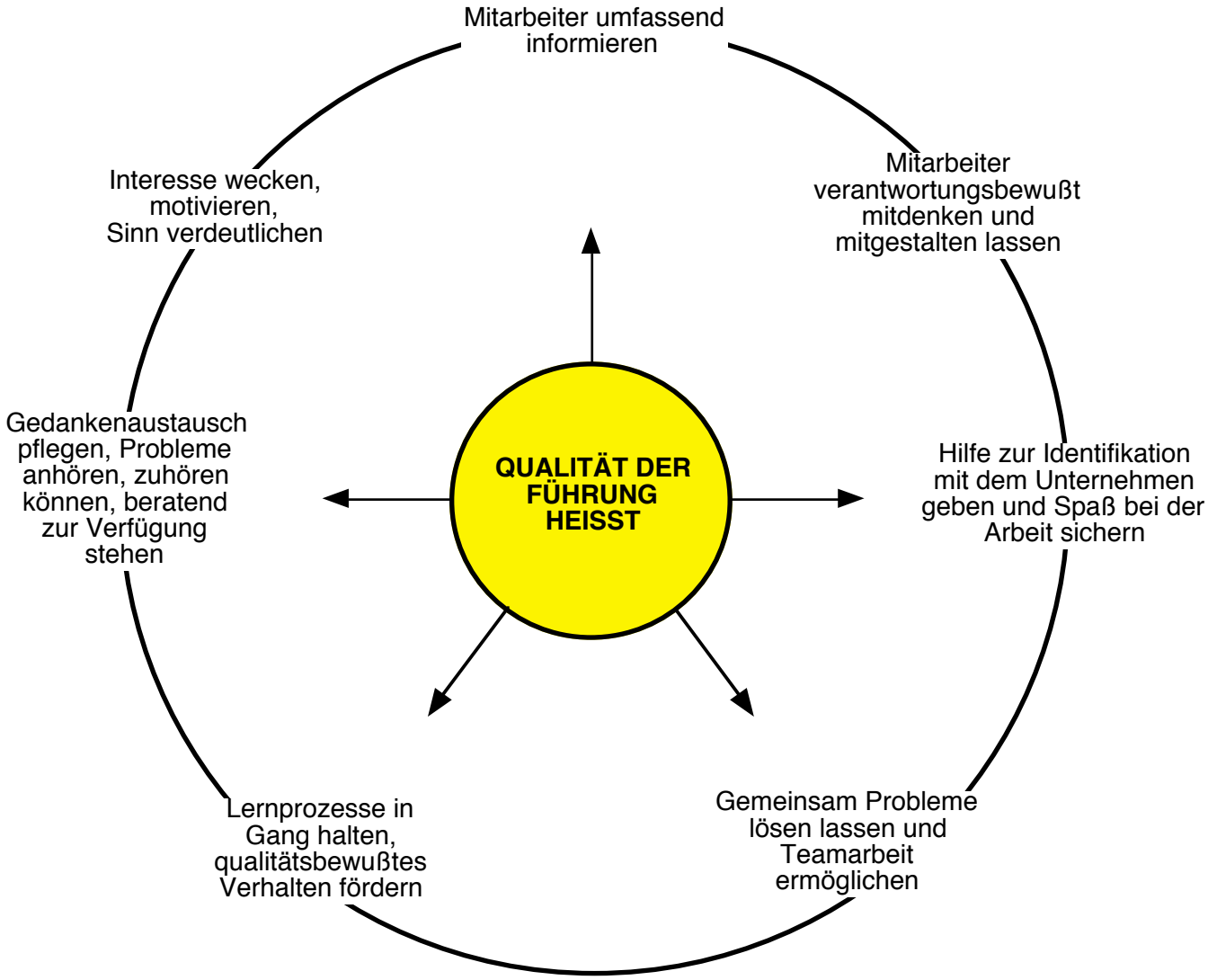QUALITÄTSMERKMALE: FÜHRUNG (SCHEMA)