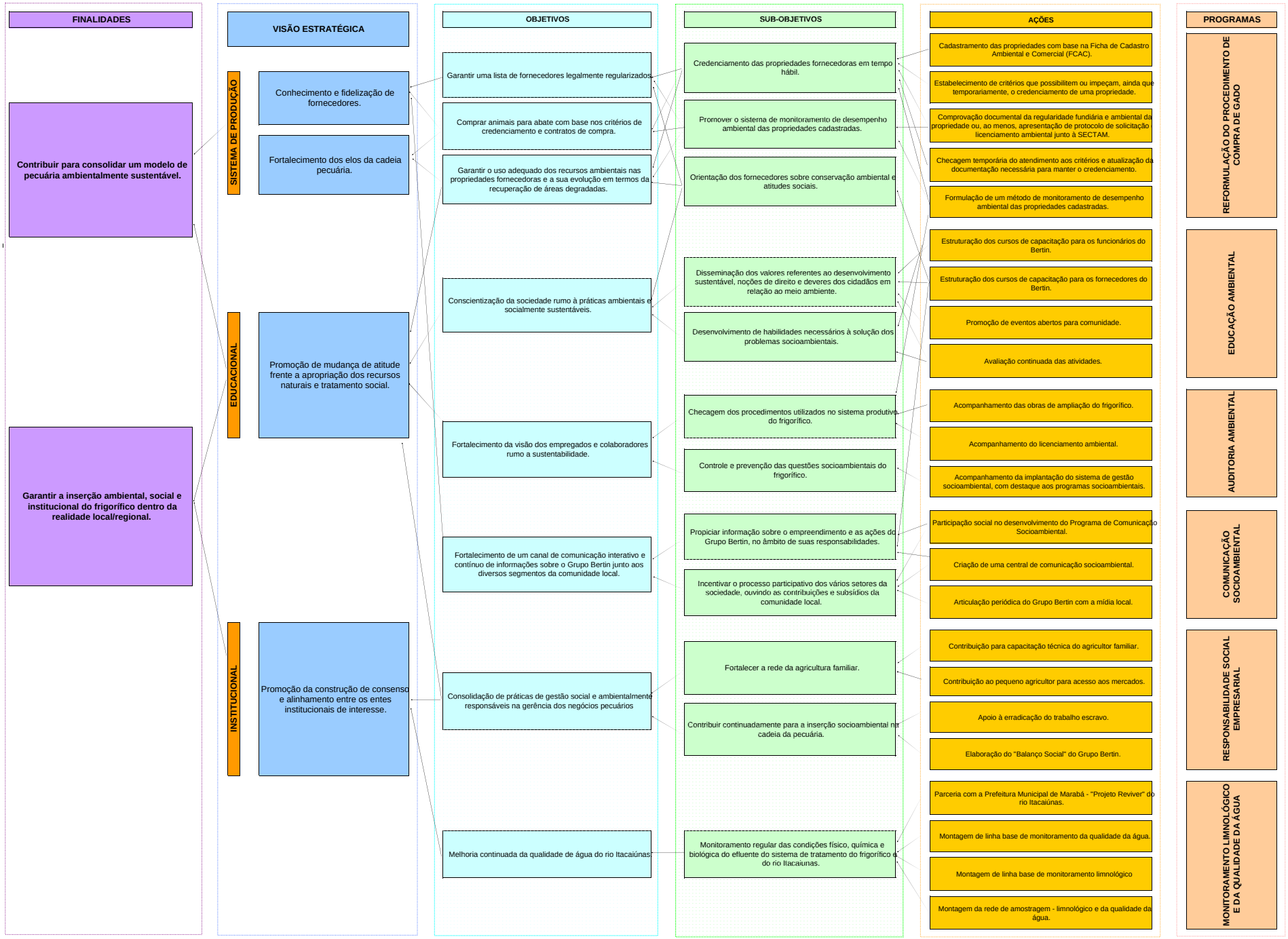Gráfico de Objetivos e Meios