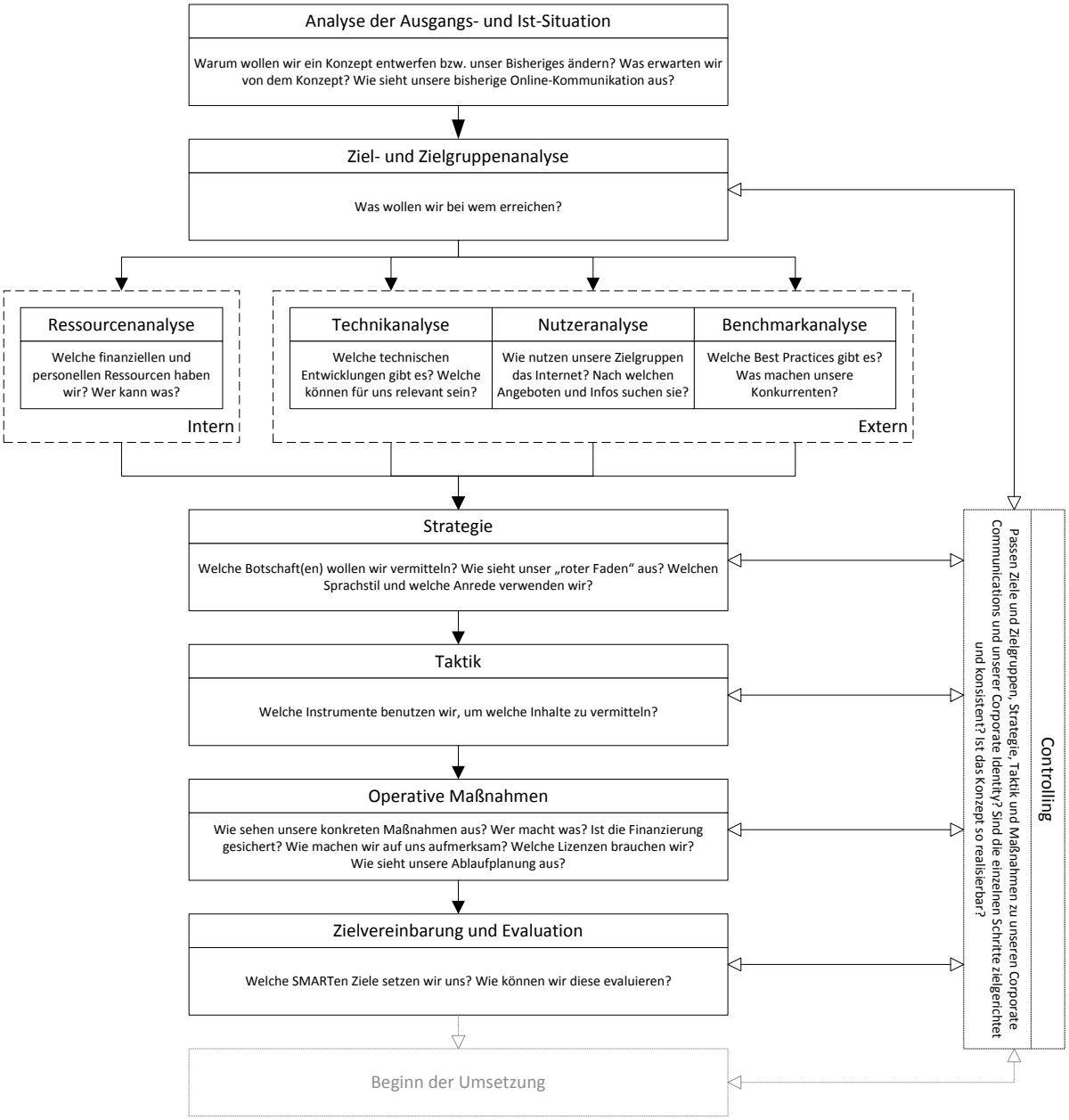Modell zur Erstellung eines Online-Kommunikationskonzepts von Axel Kopp