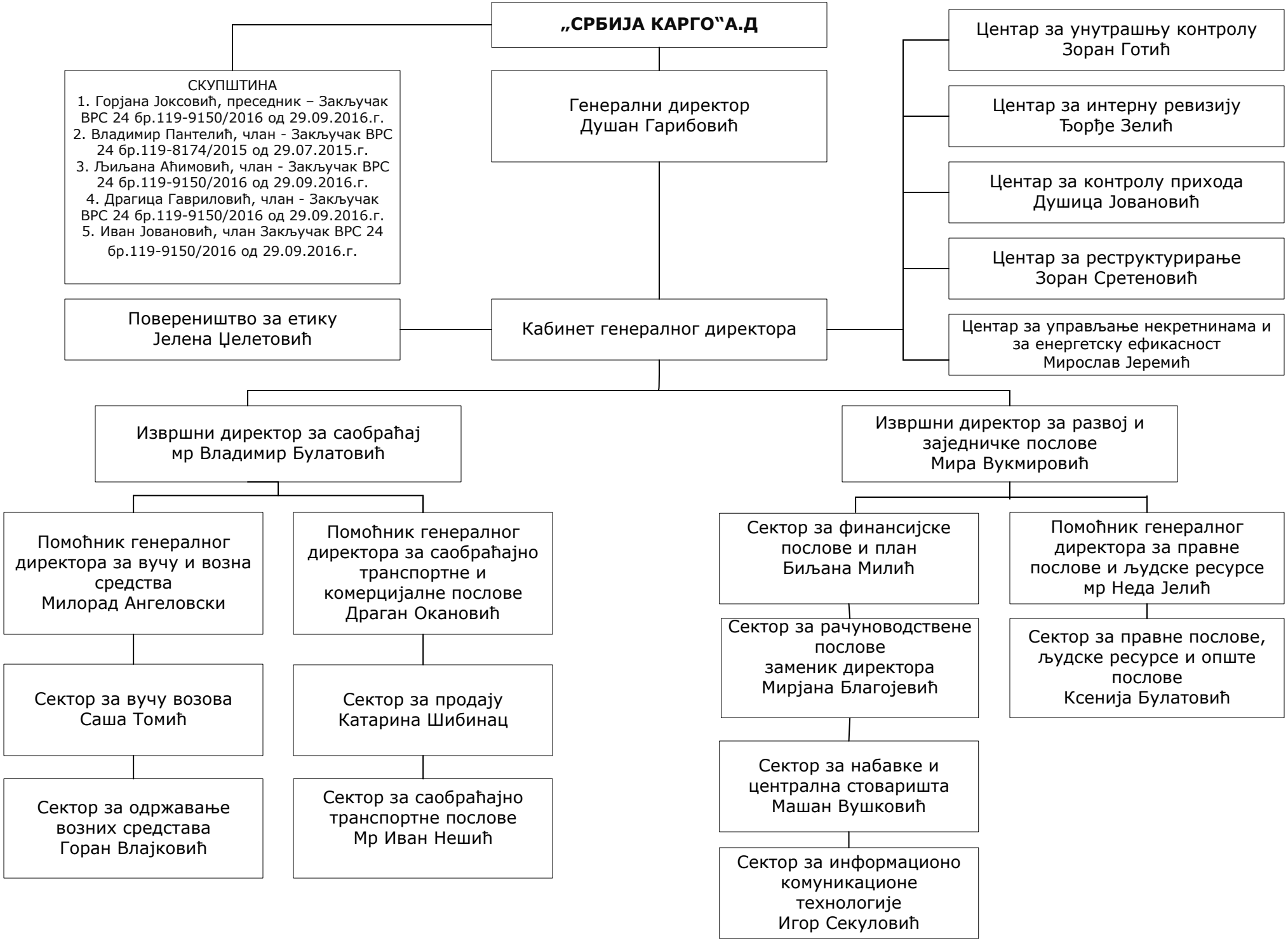ОРГАНИЗАЦИОНА СТРУКТУРА ДРУШТВА