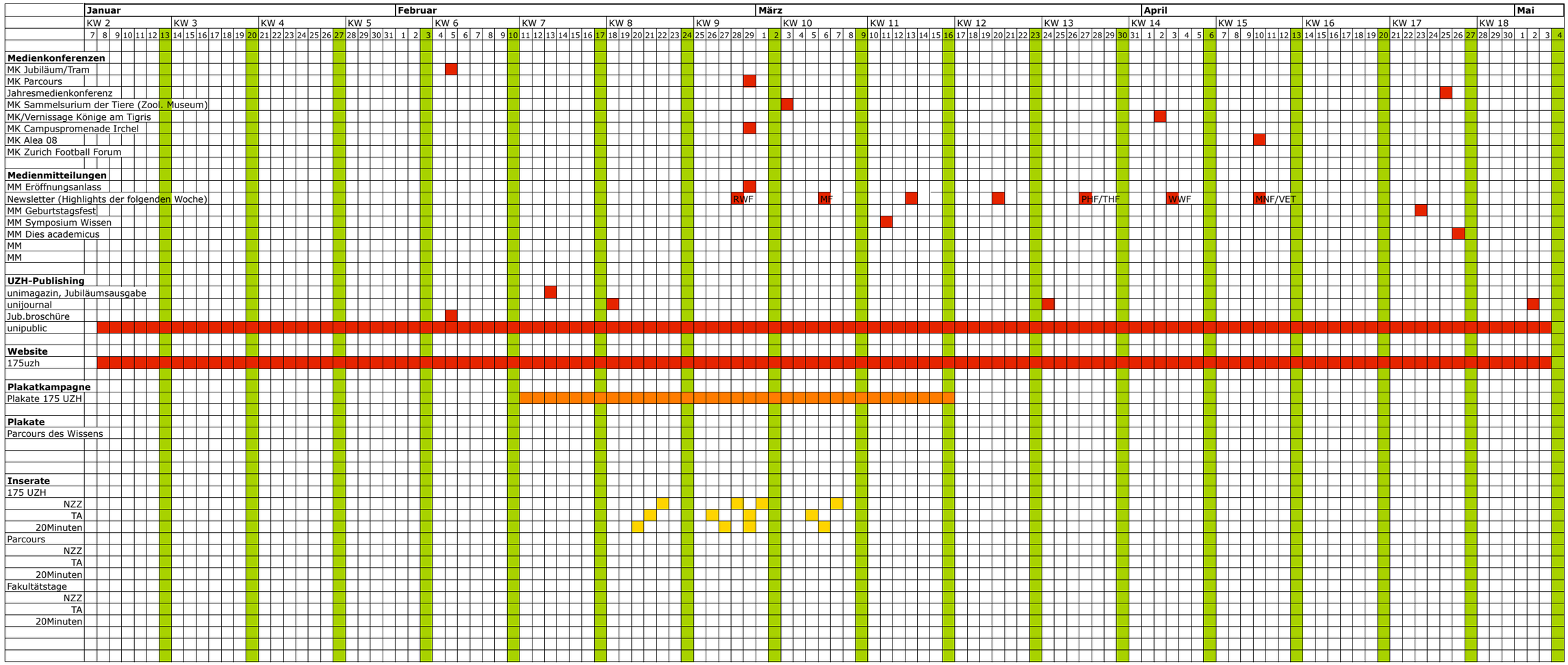UZH 175: Kommunikationsplan/Mediaplan (Stand: 19.9.2007)