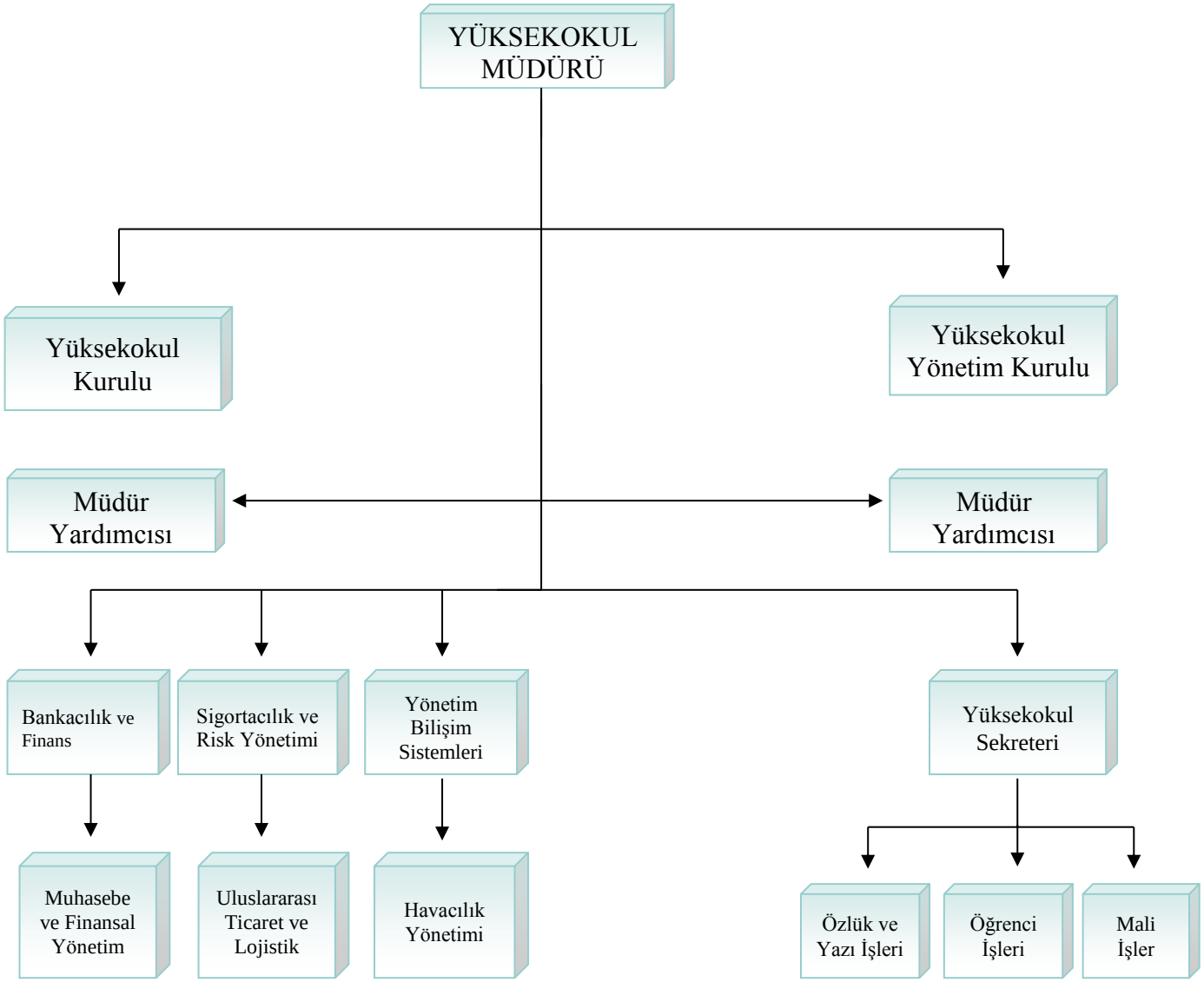ORGANİZASYON YAPISI