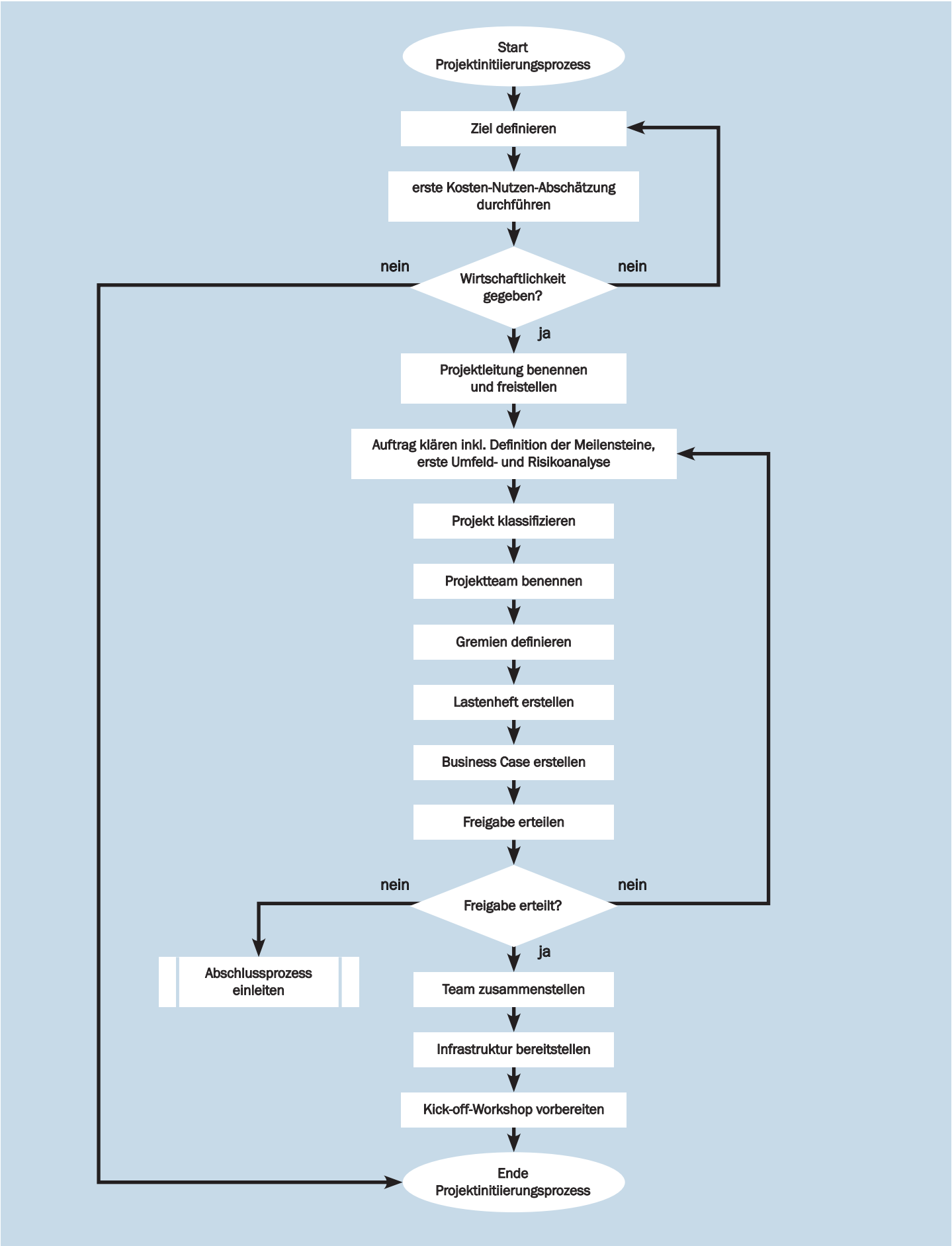Initiierungsprozess im Projektmanagement