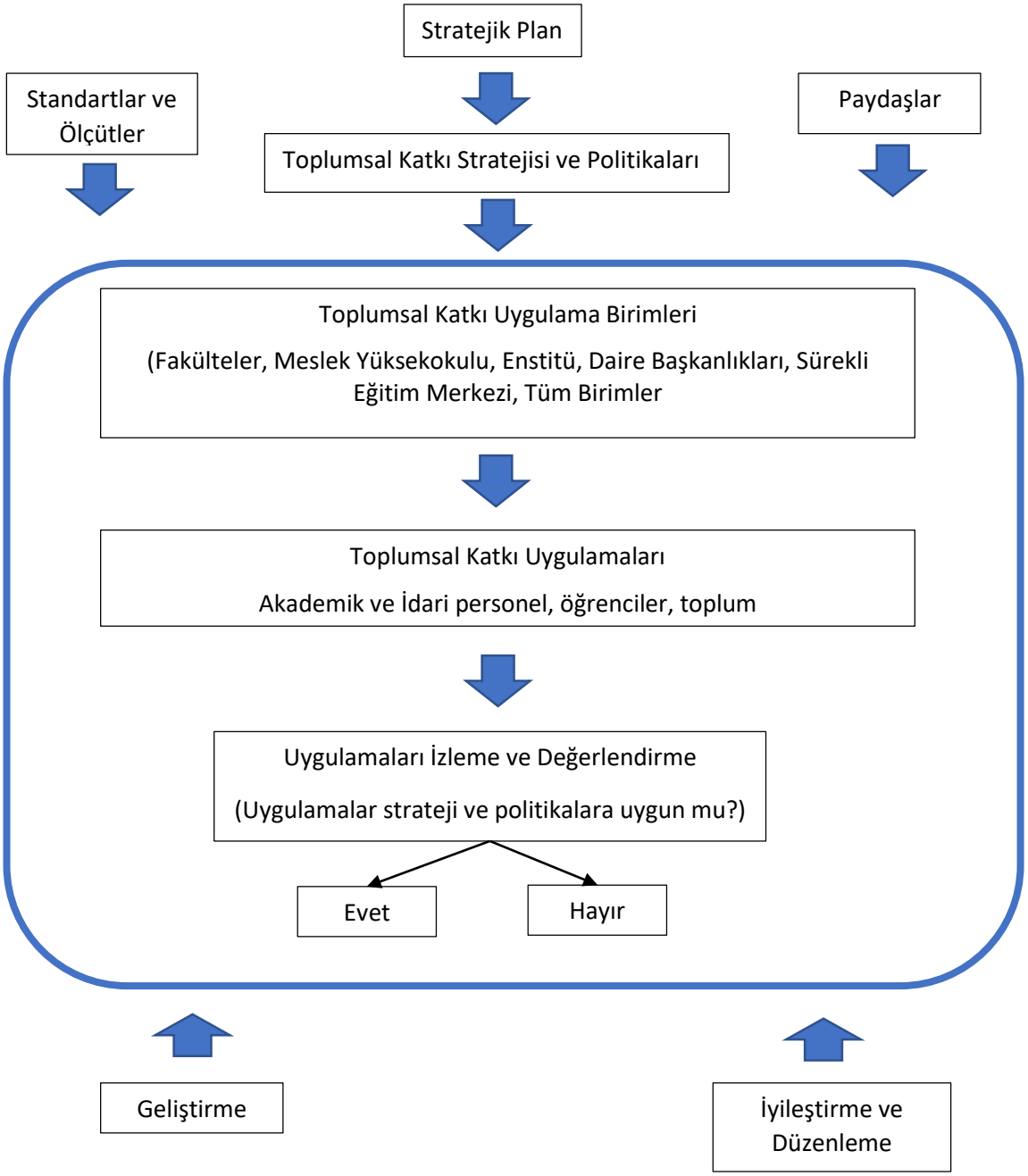TOPLUMSAL KATKI YÖNETİŞİM MODELİ