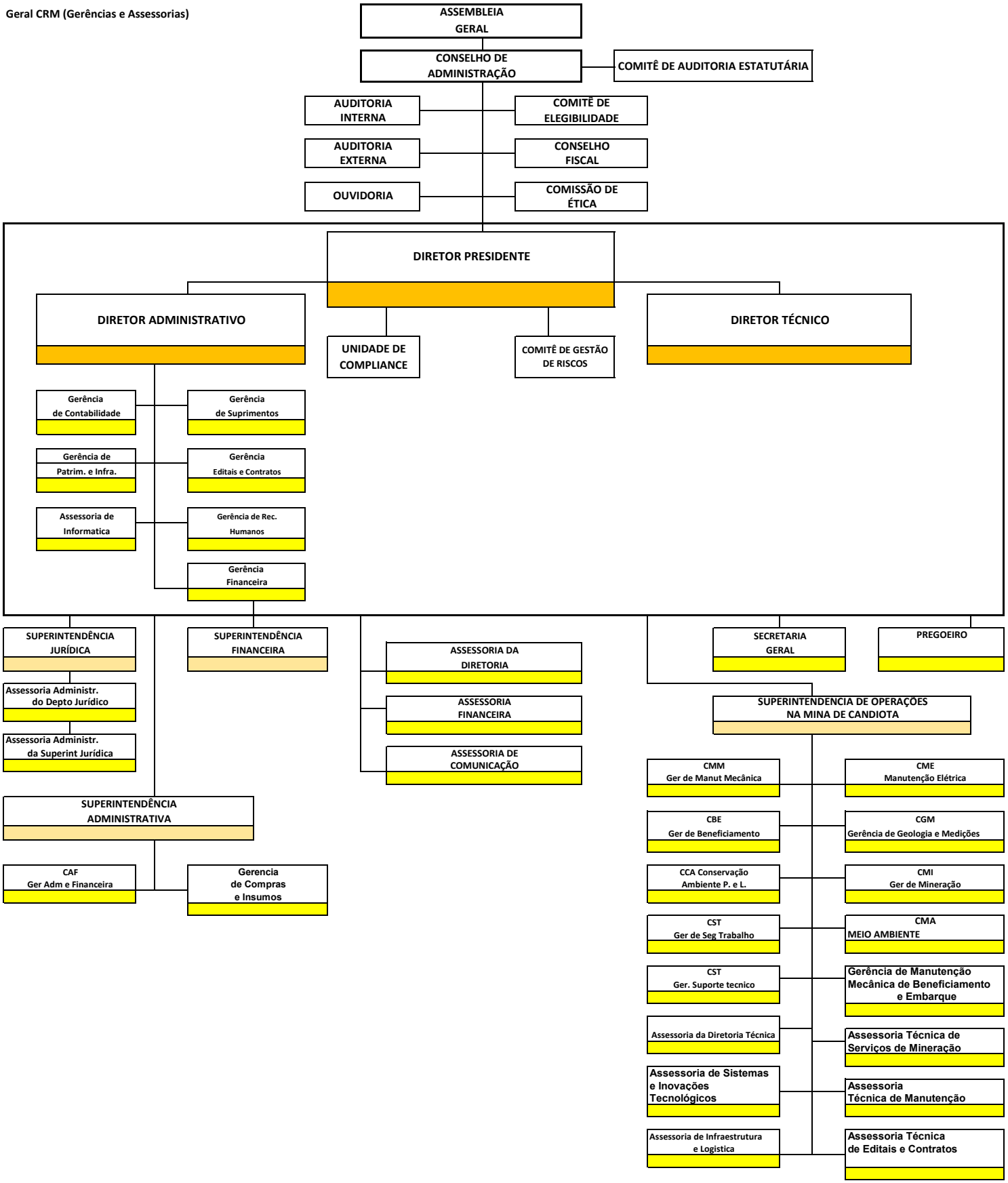Geral CRM (Gerências e Assessorias)