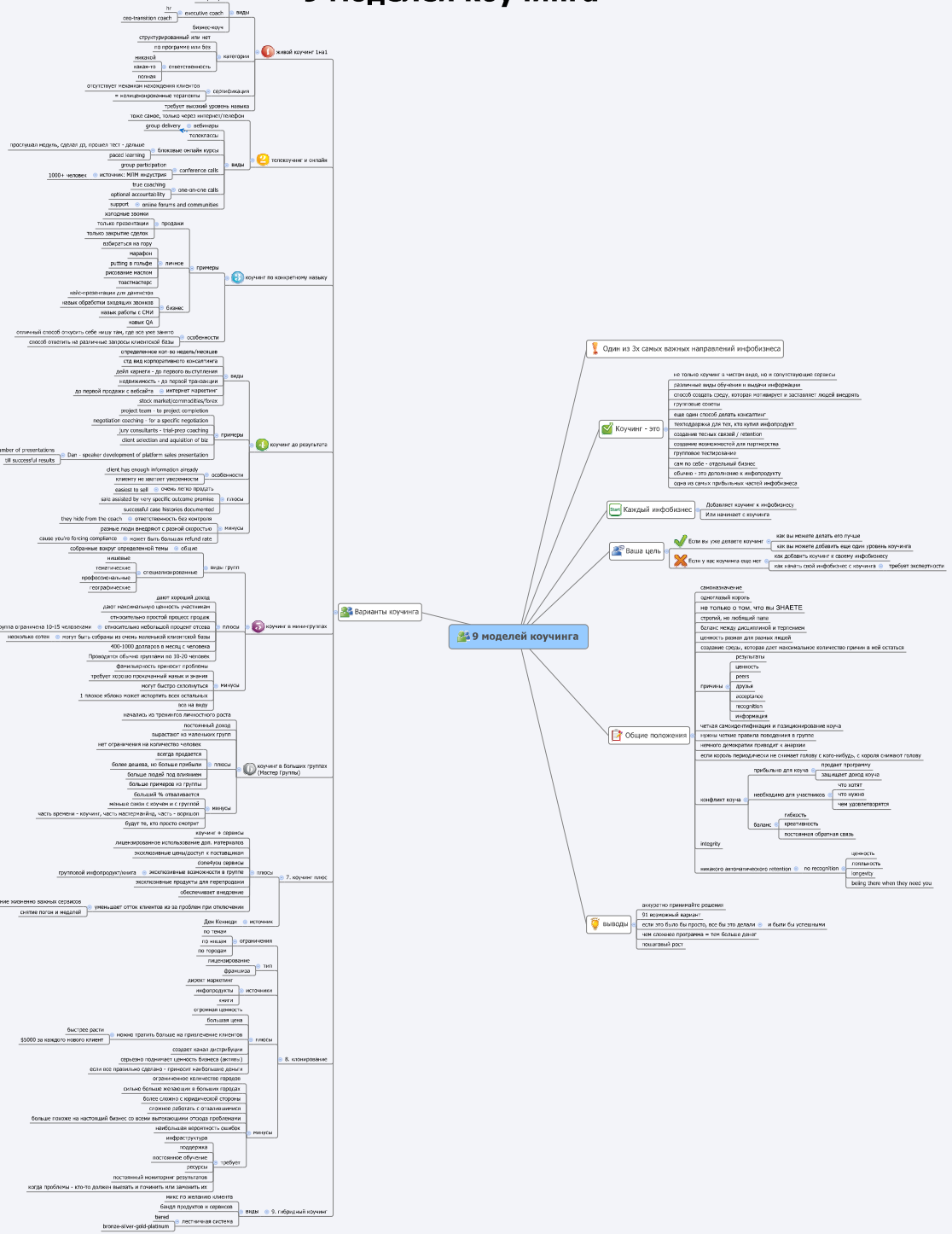9 моделей коучинга