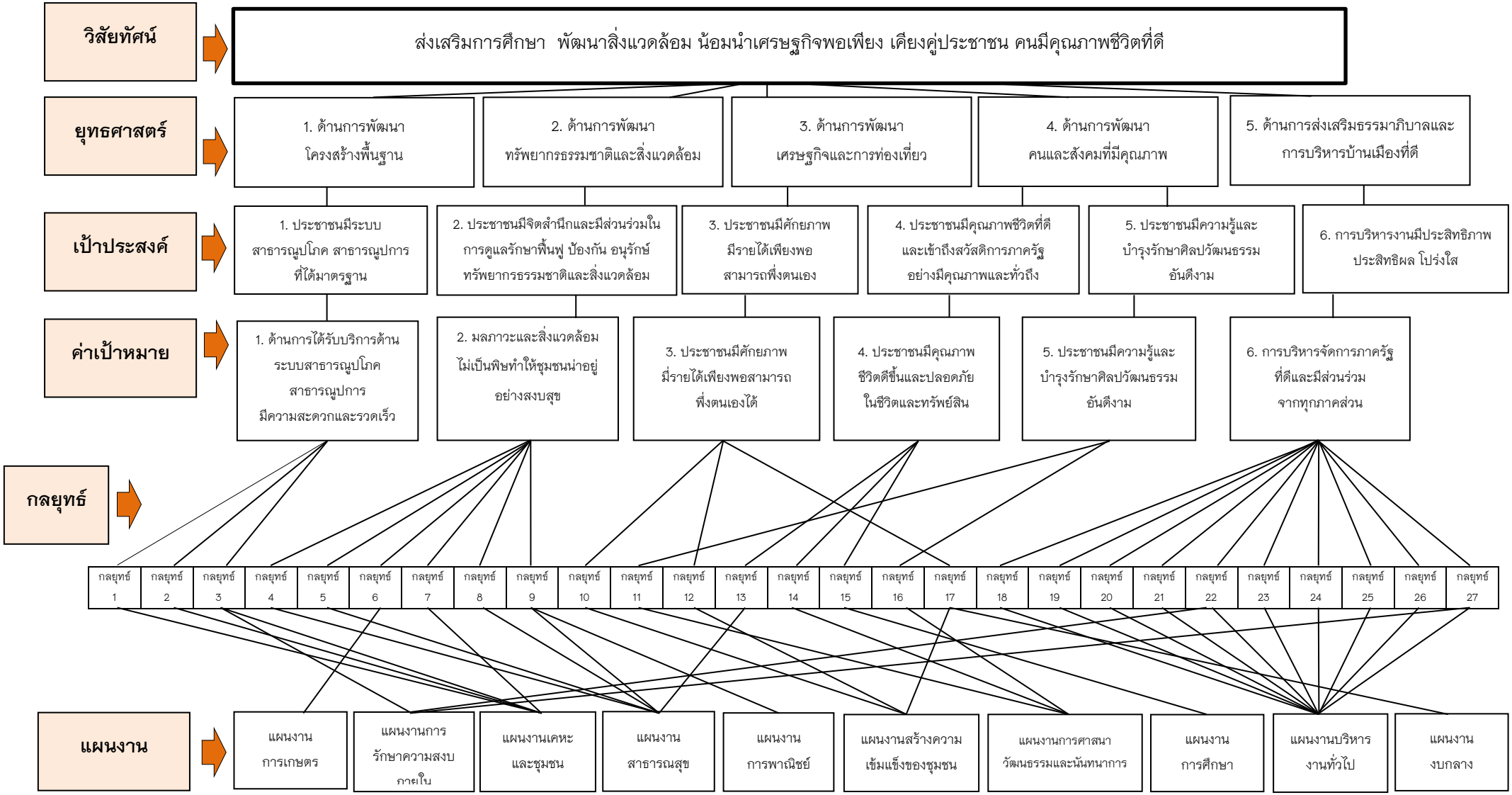3.4 แผนผังยุทธศาสตร์ (strategic map)