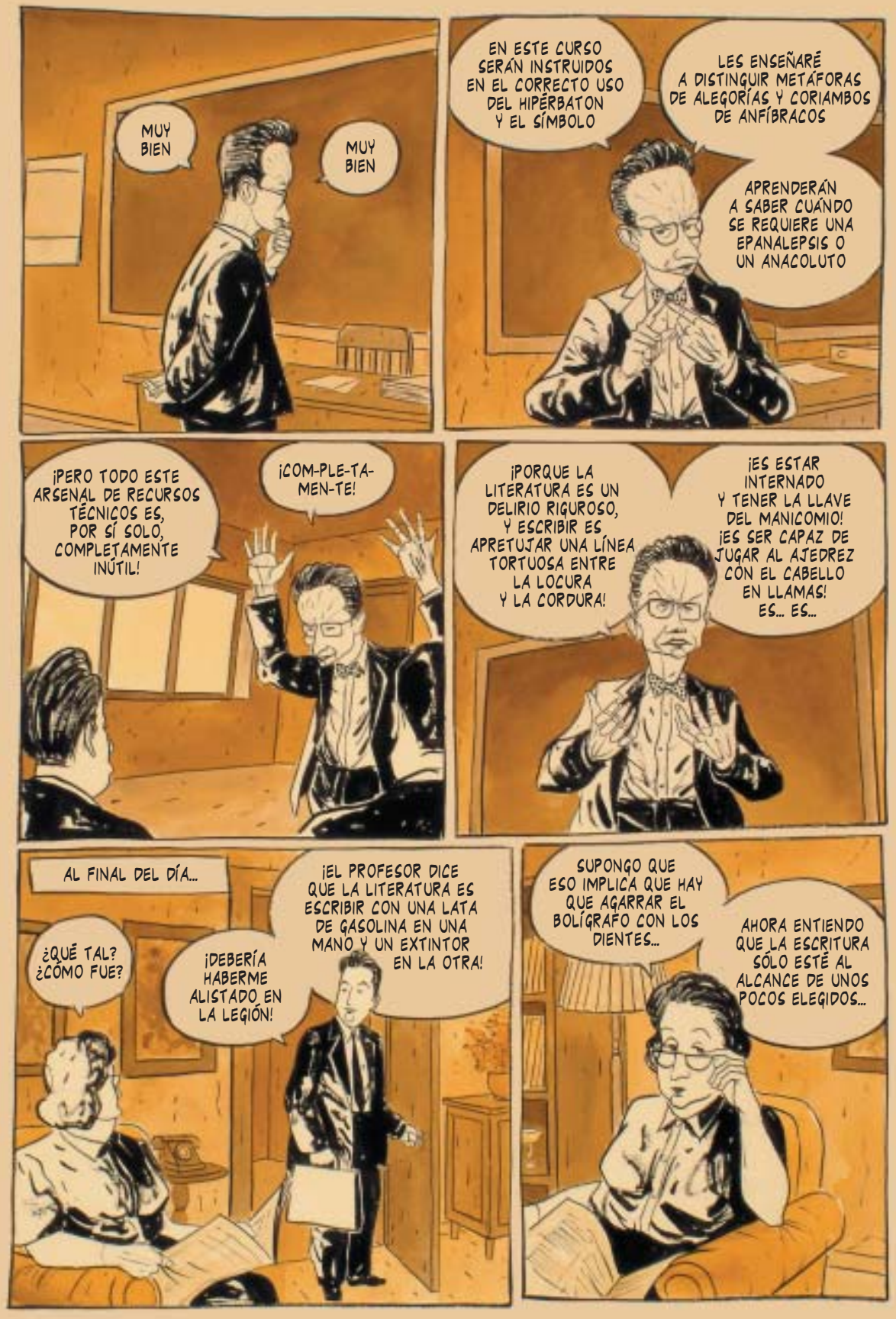22. La Escritura Creativa