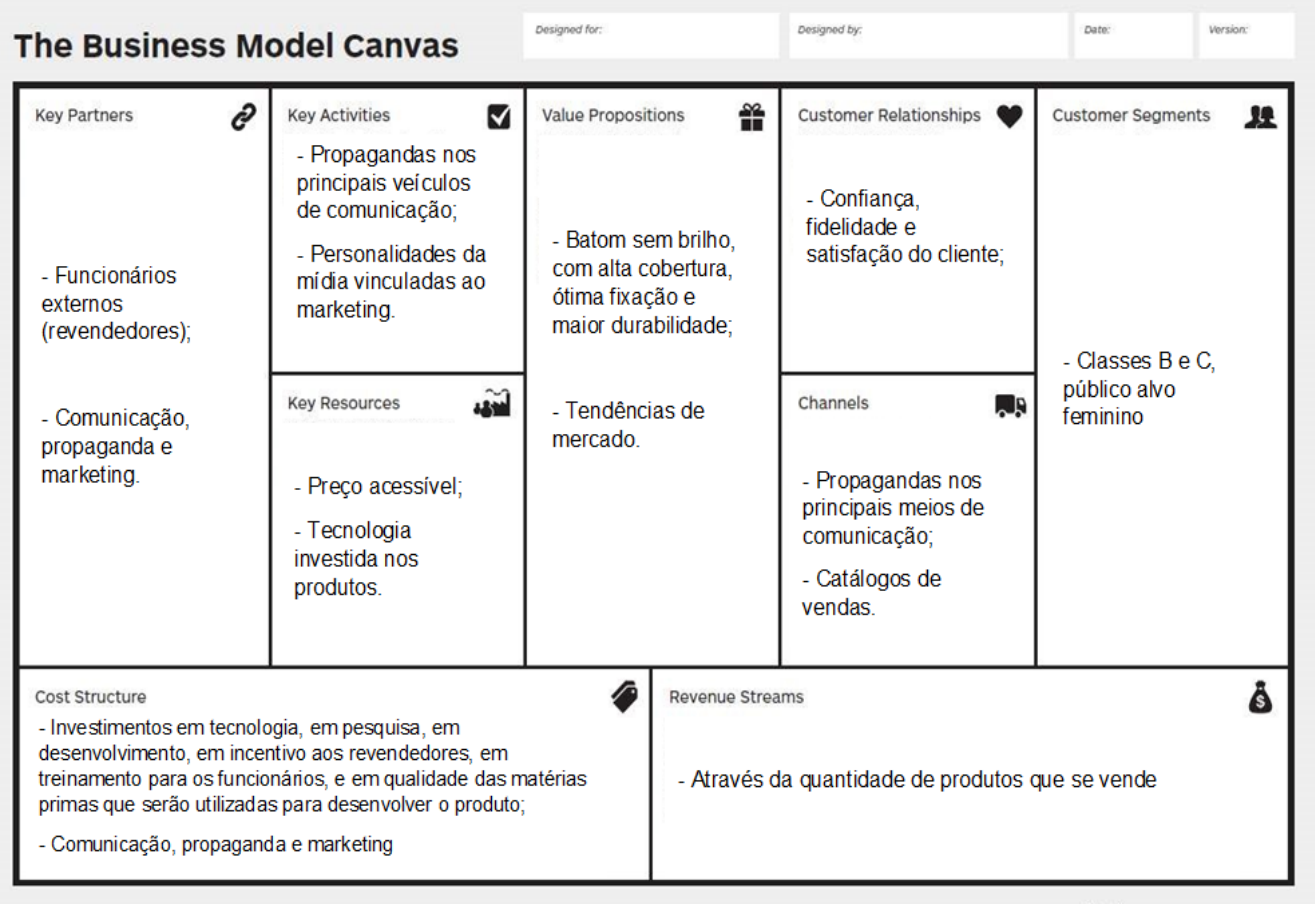Figura 4 - BMC das percepções dos conceitos dos funcionários externos (revendedores)