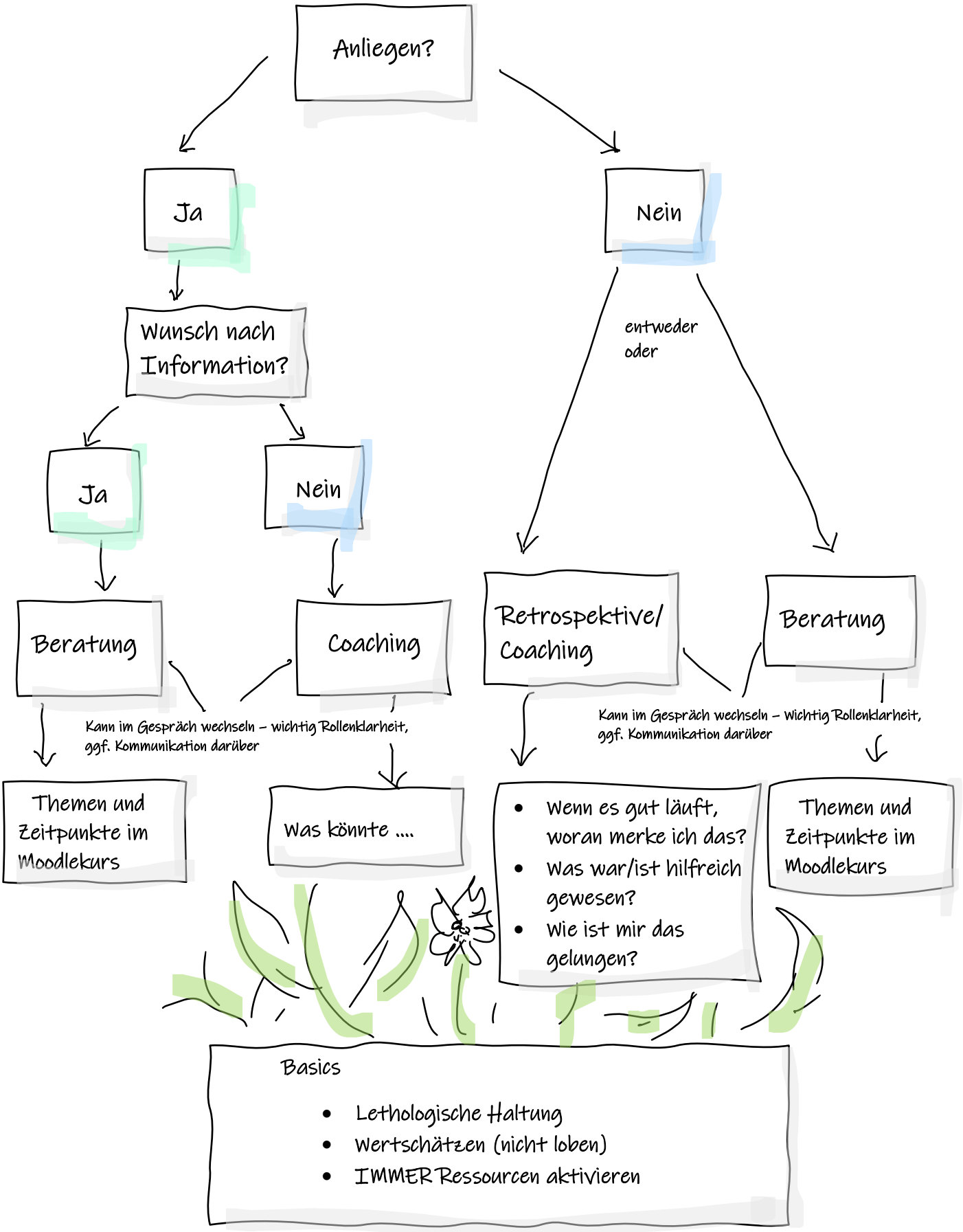Abgrenzung Beratung Coaching