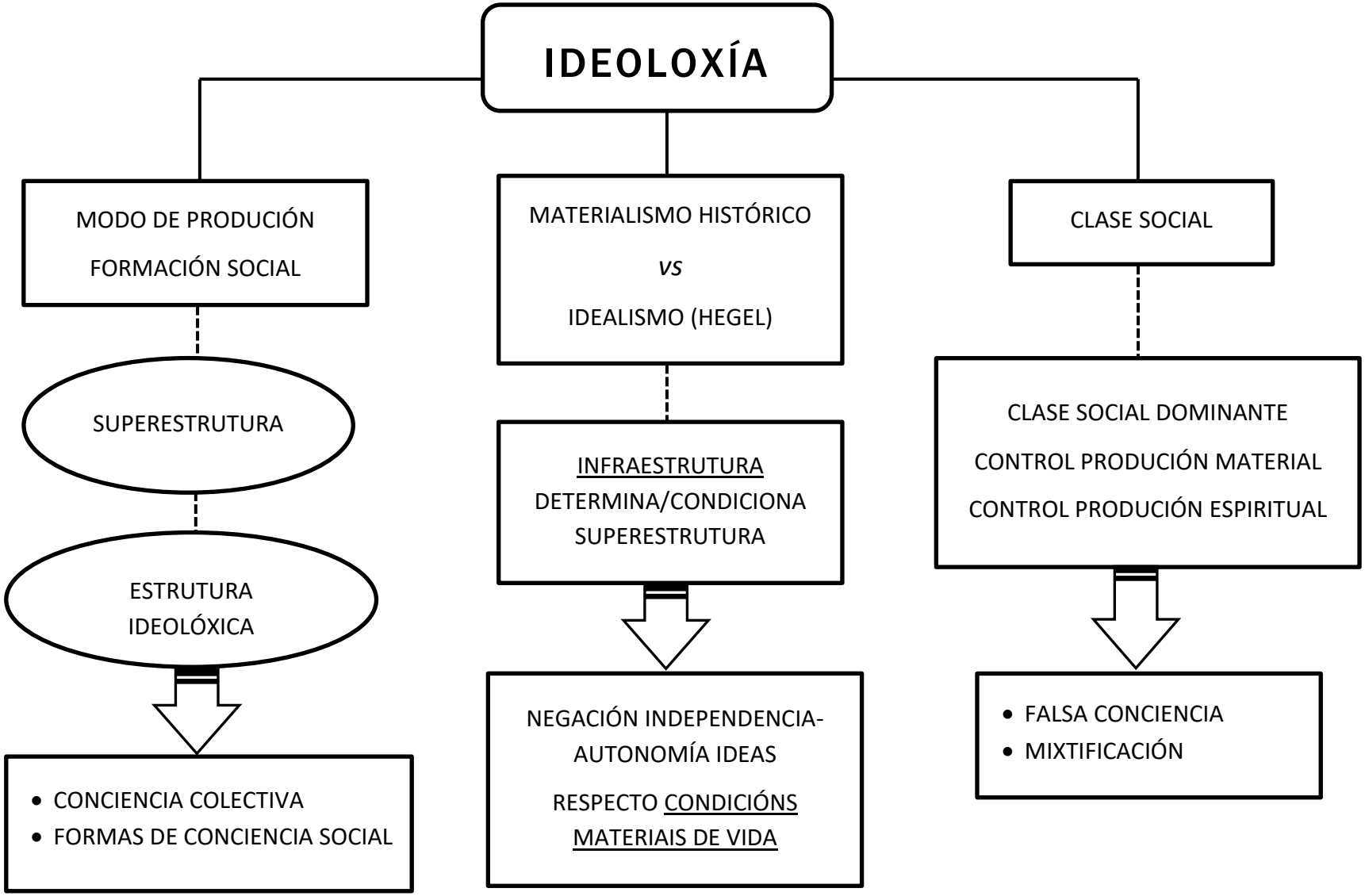Marx. Ideoloxía