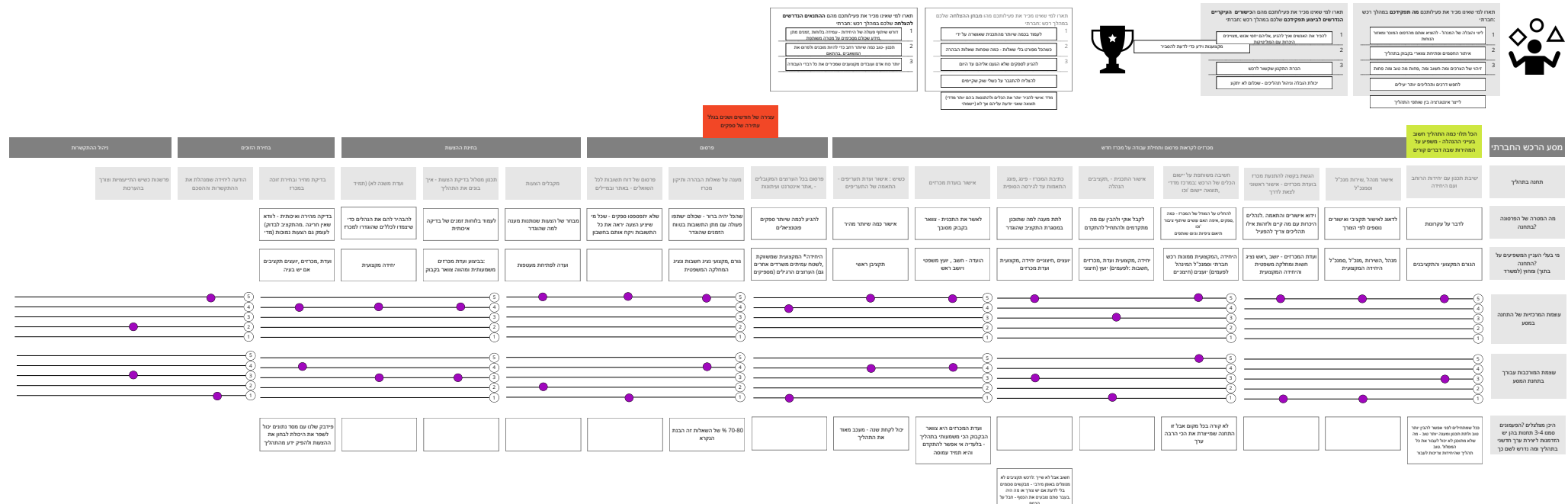המסע של הרכש בתהליך הרכש :החברתי