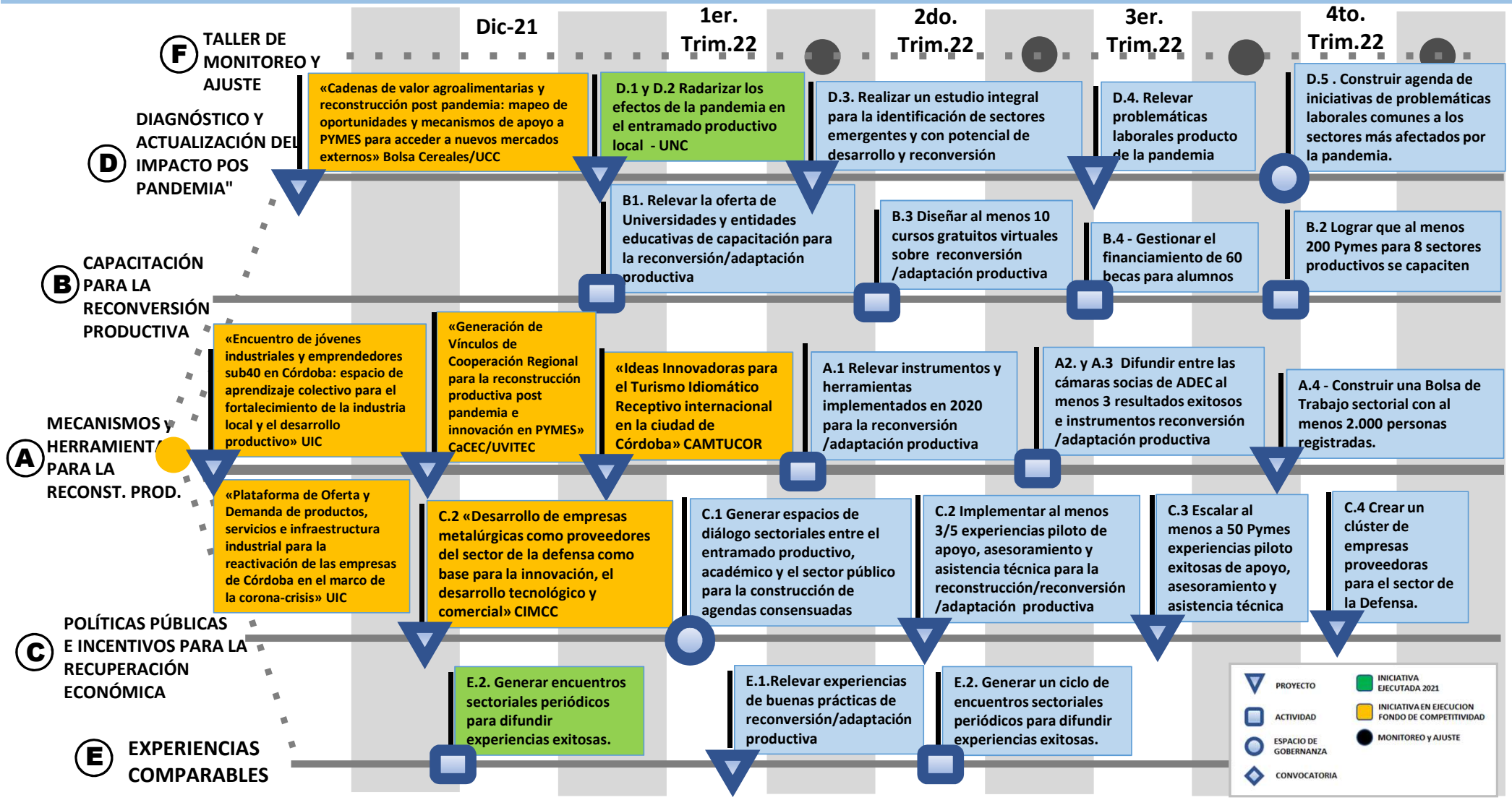EJE 2: Reconstrucción productiva pos-pandemia. Nuevos modelos de negocio.