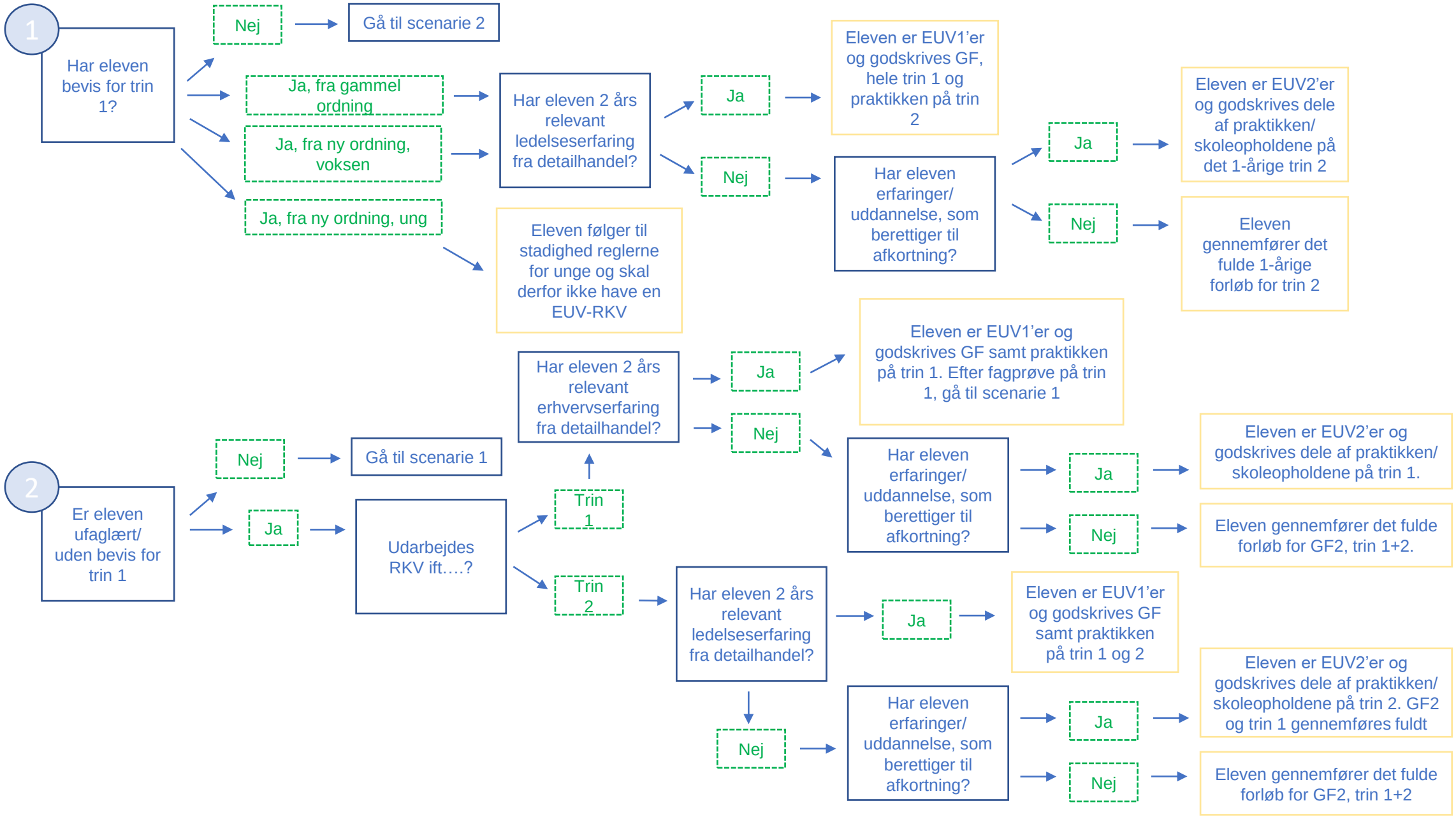RETAIL MANAGER: GUIDE TIL RKV OG GODSKRIVNING