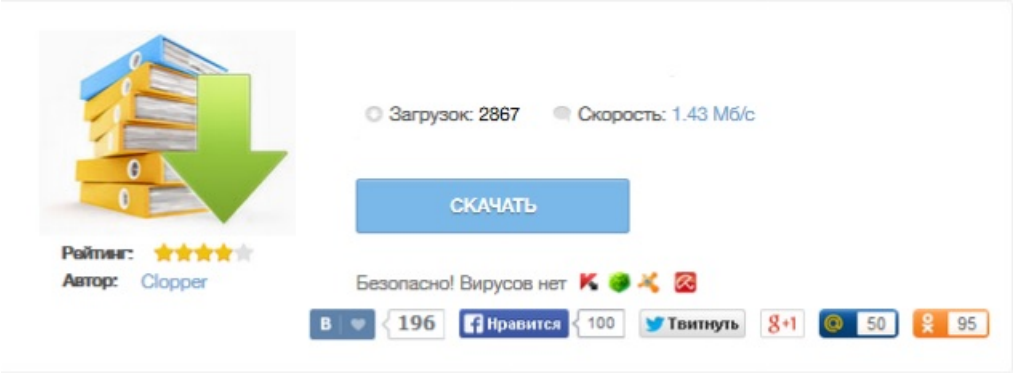книга продаж 2016 бланк скачать бесплатно excel