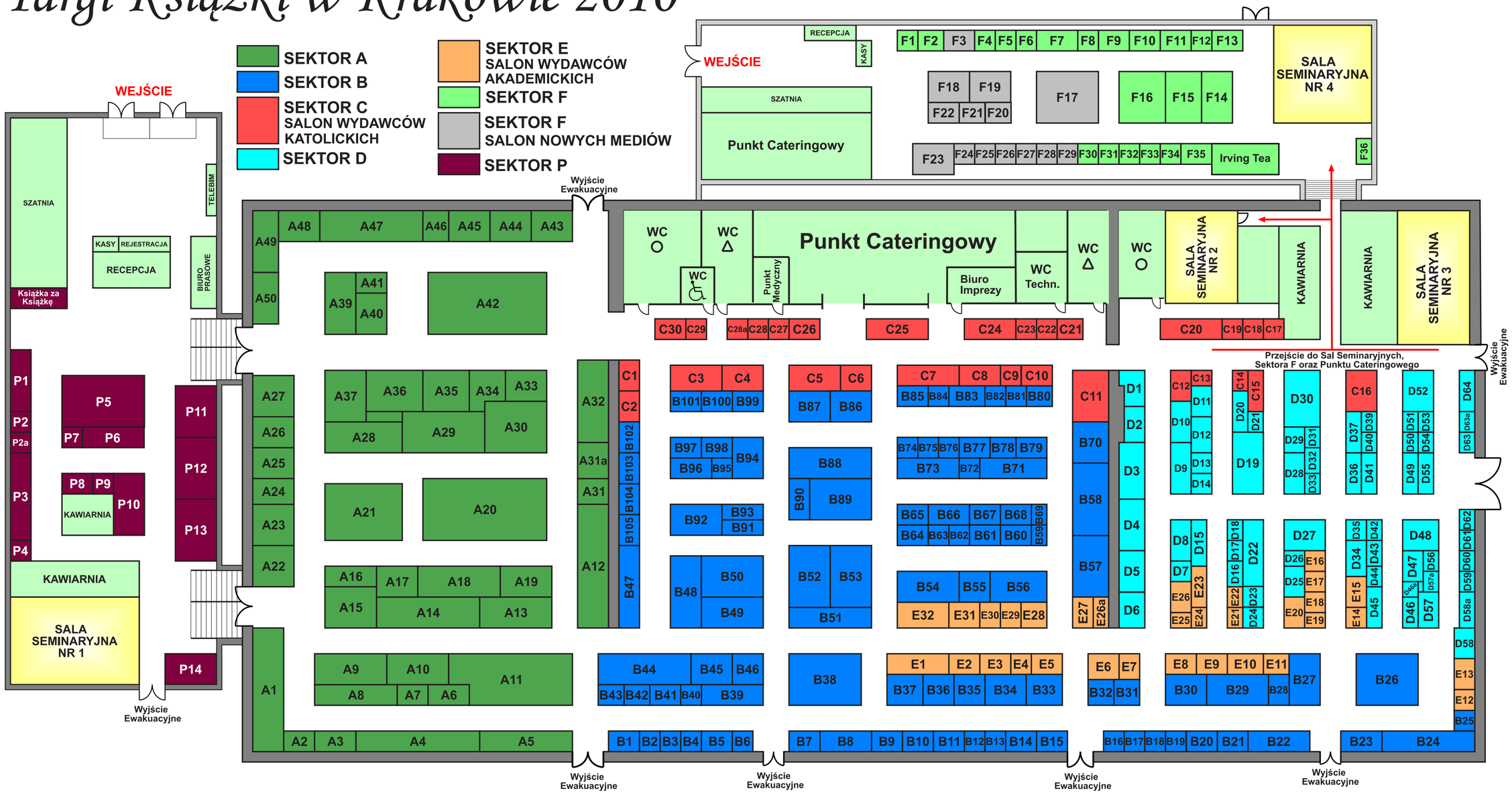Targi Książki w Krakowie 2010