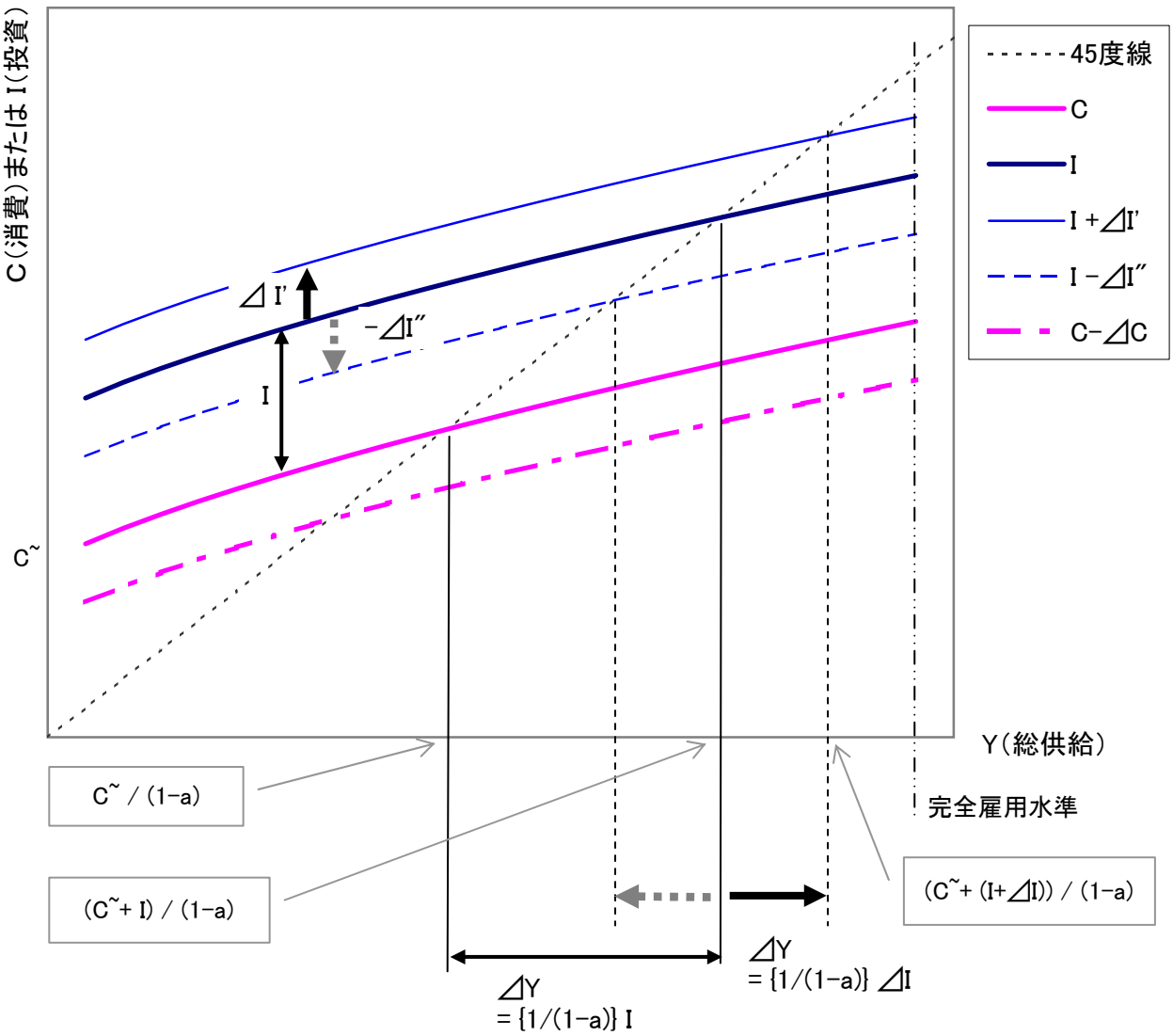ケインズの有効需要理論