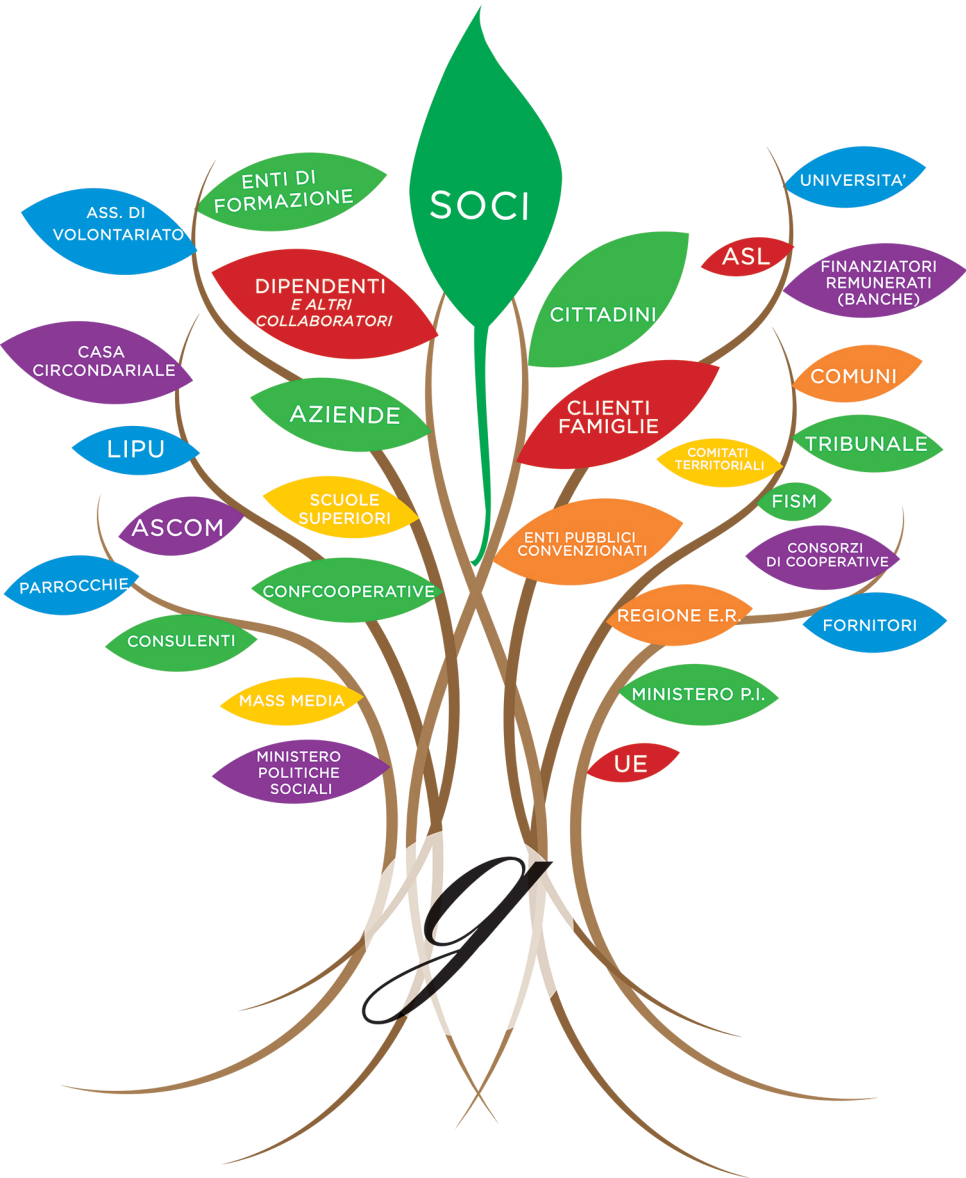LA MAPPA DEGLI STAKEHOLDER