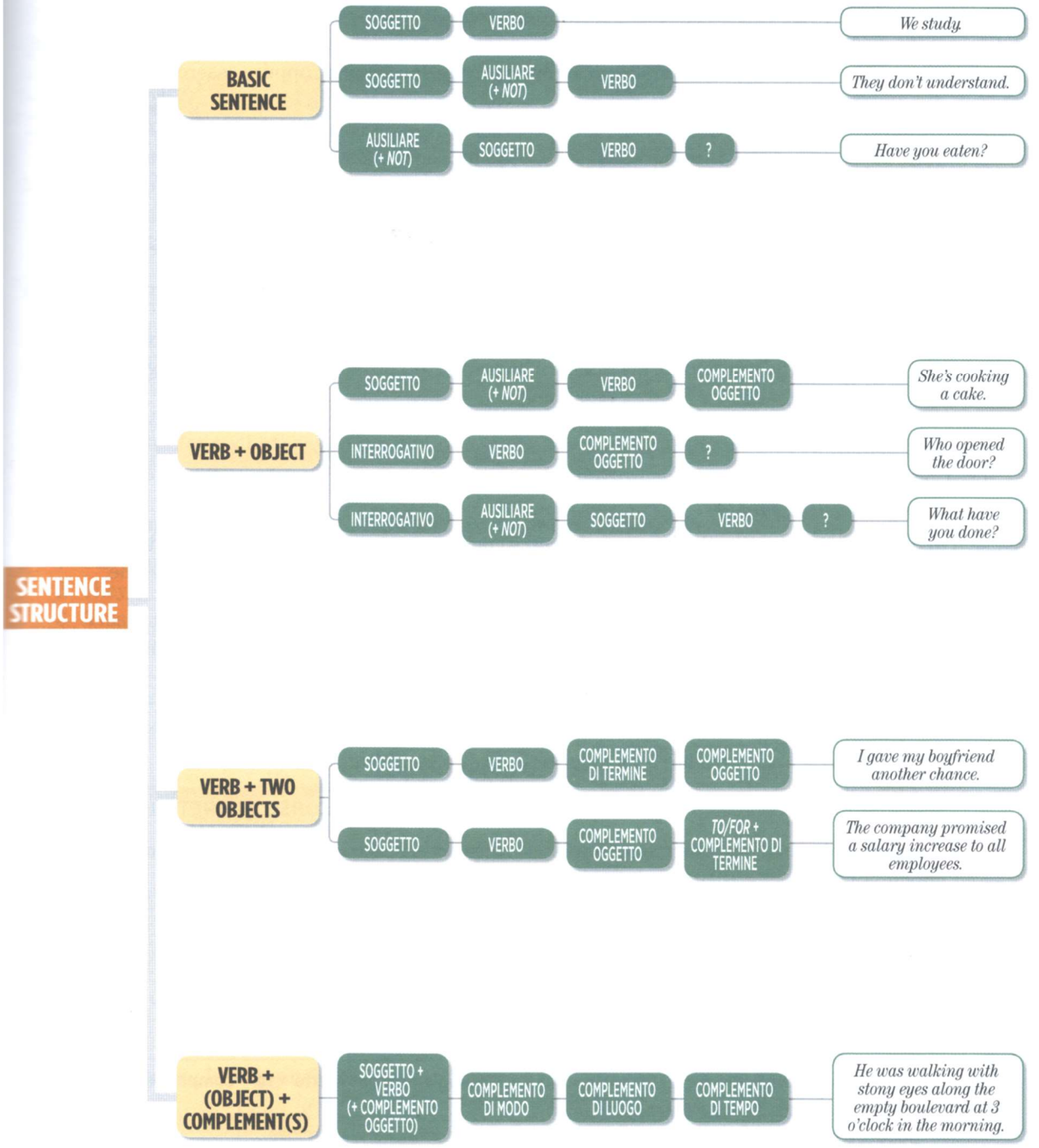Mappa concettuale