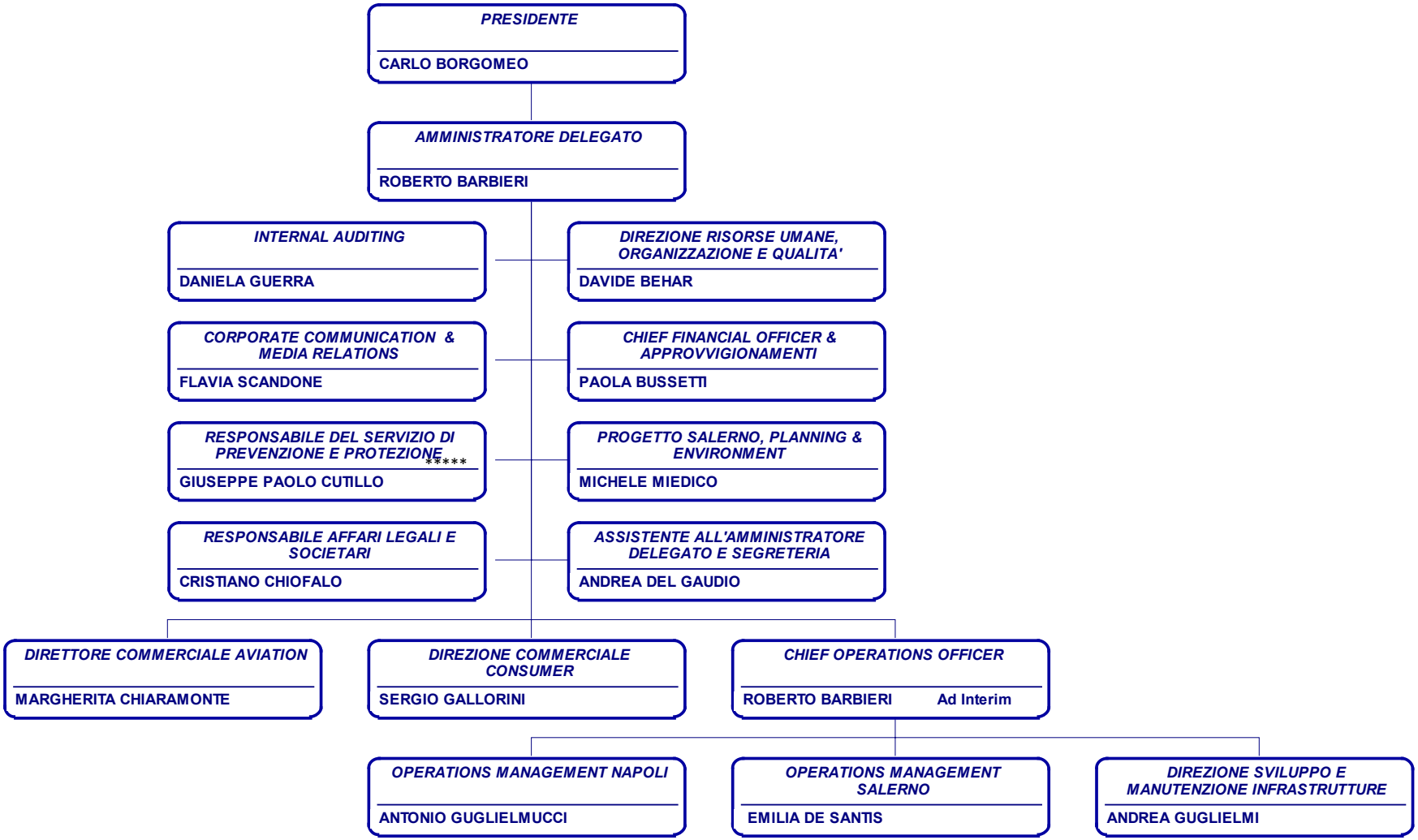MACROSTRUTTURA AZIENDALE