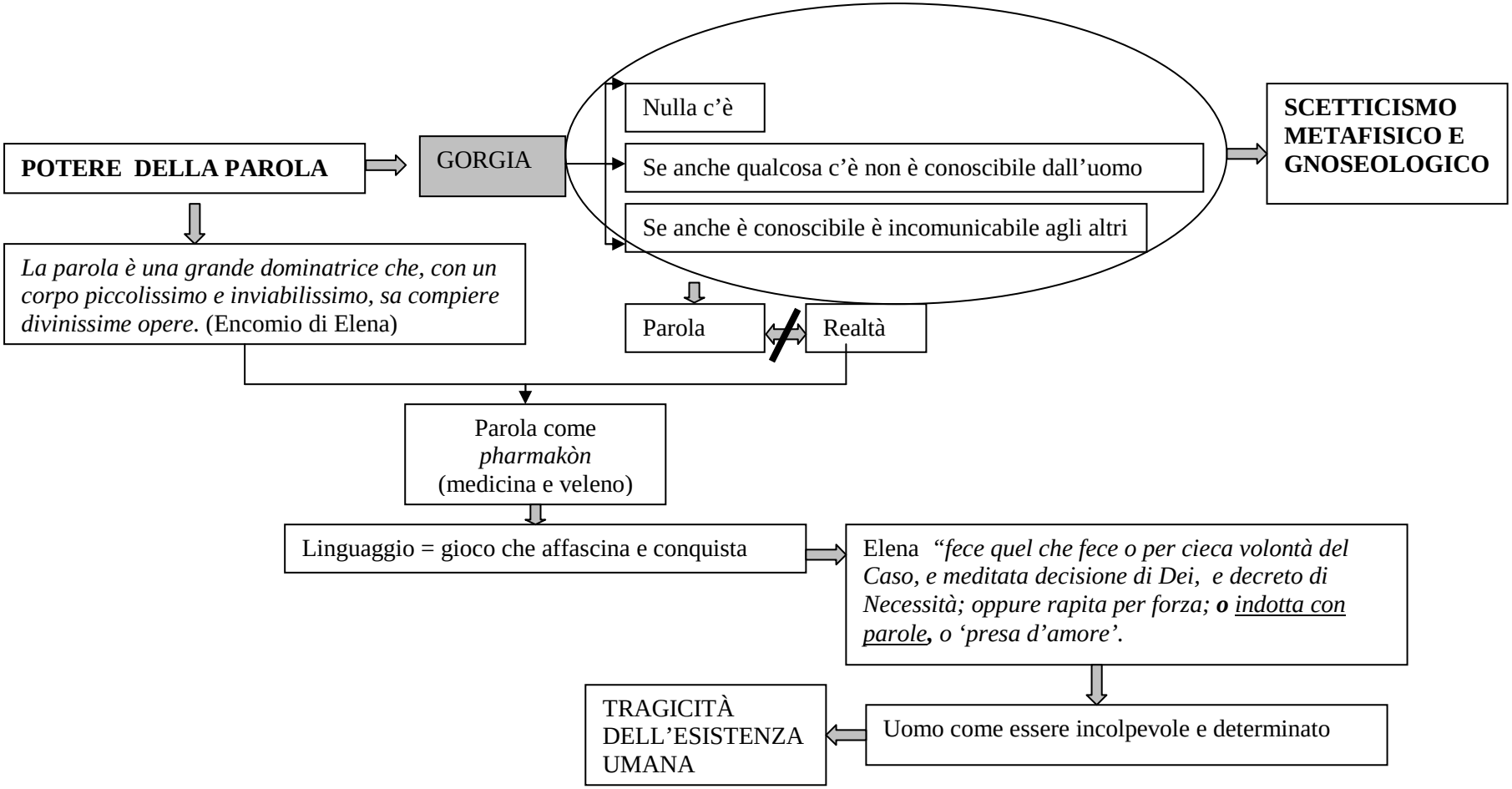I MAESTRI DELLA PAROLA E L'INDAGINE SULL'UOMO.