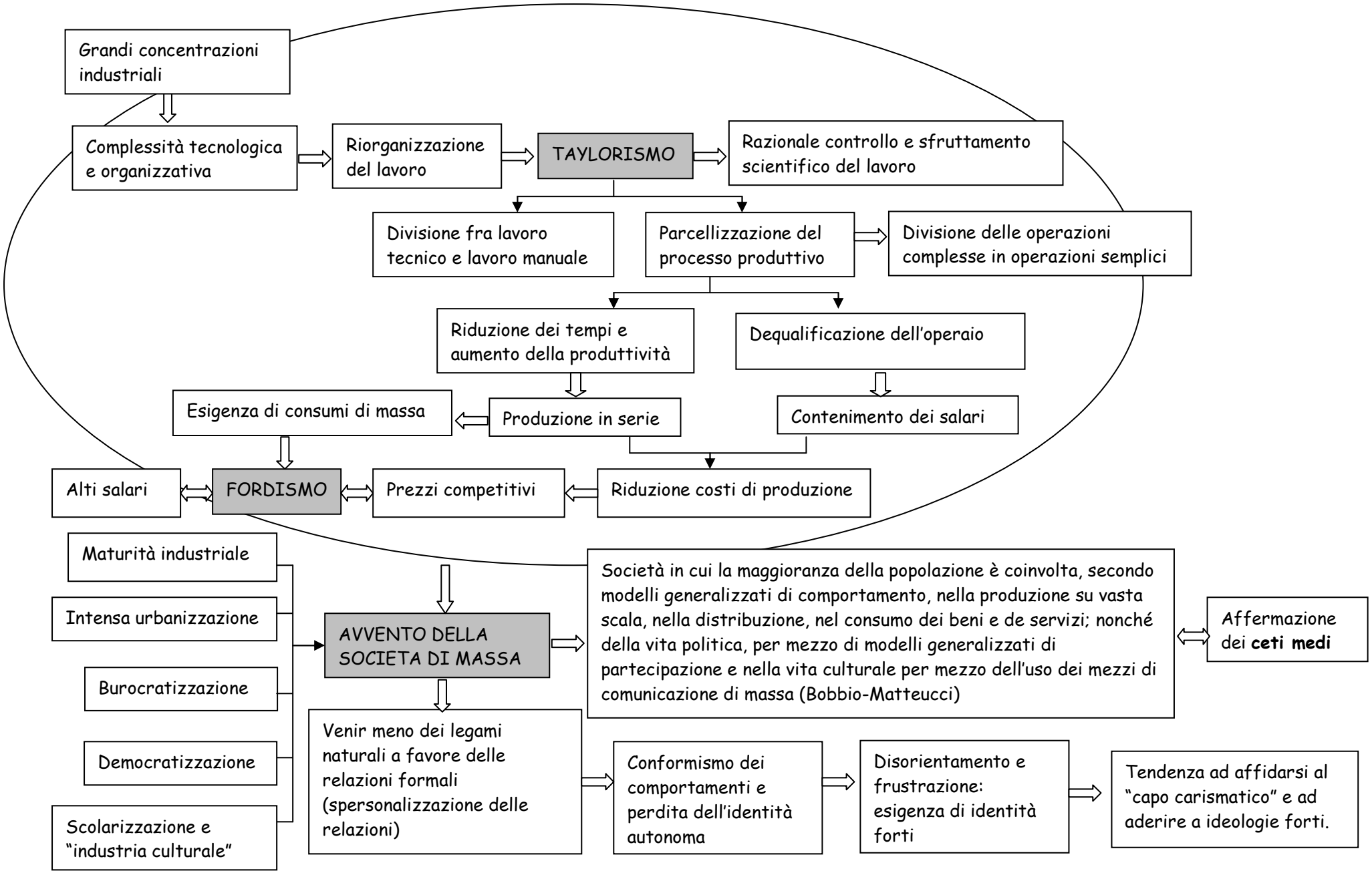AVVENTO DELLA SOCIETA DI MASSA