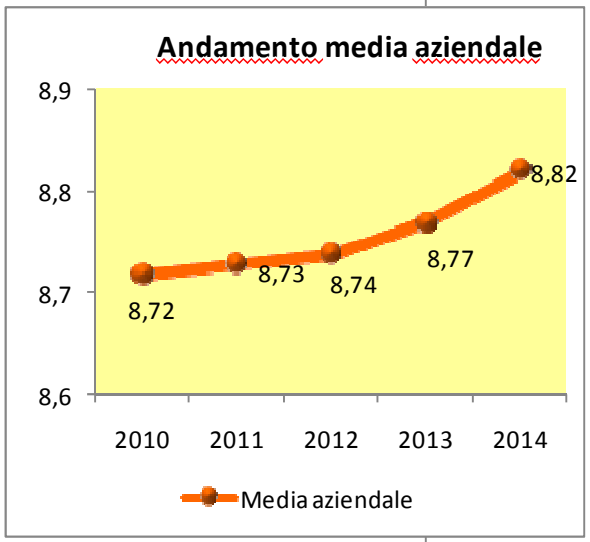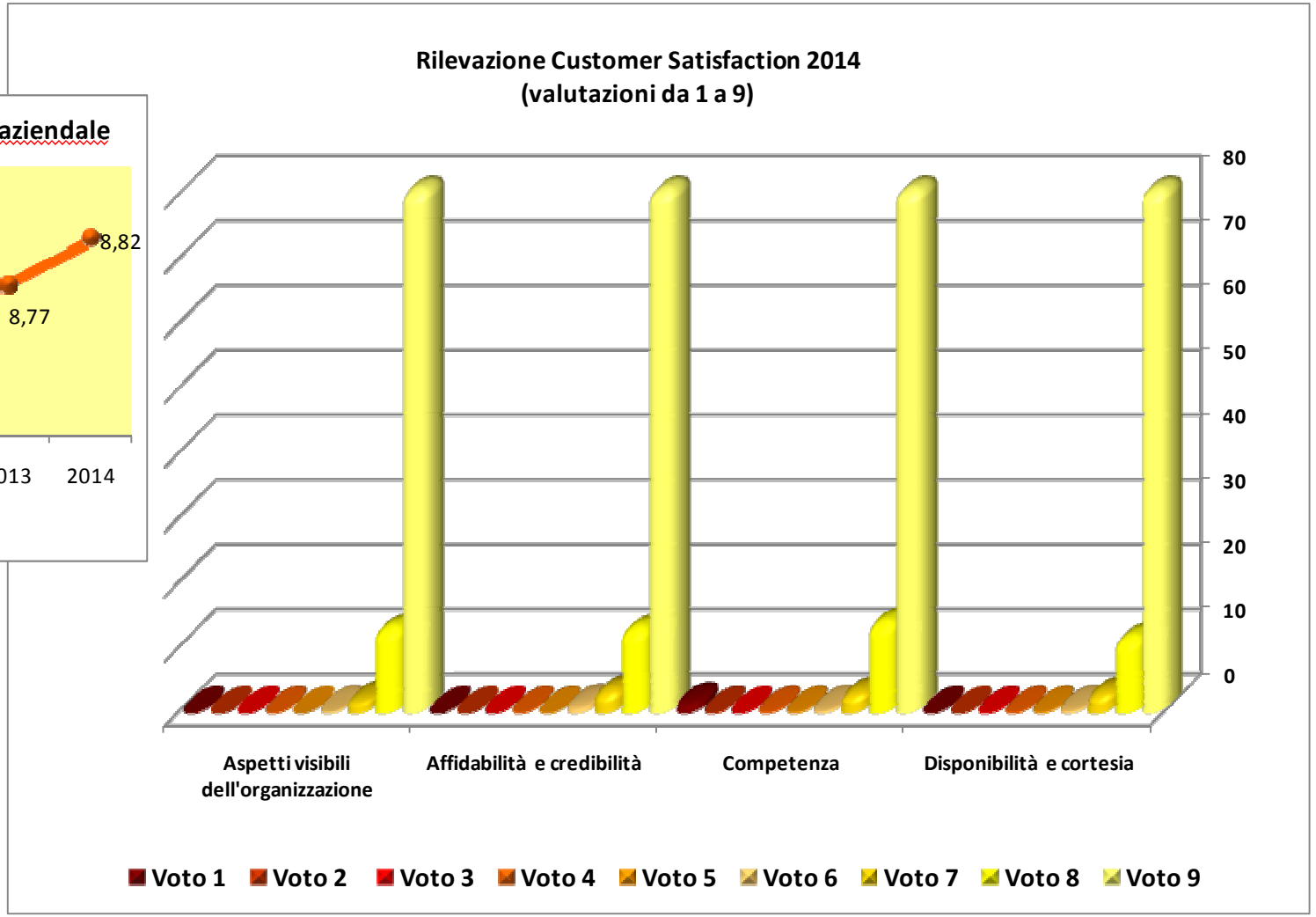Qualità percepita