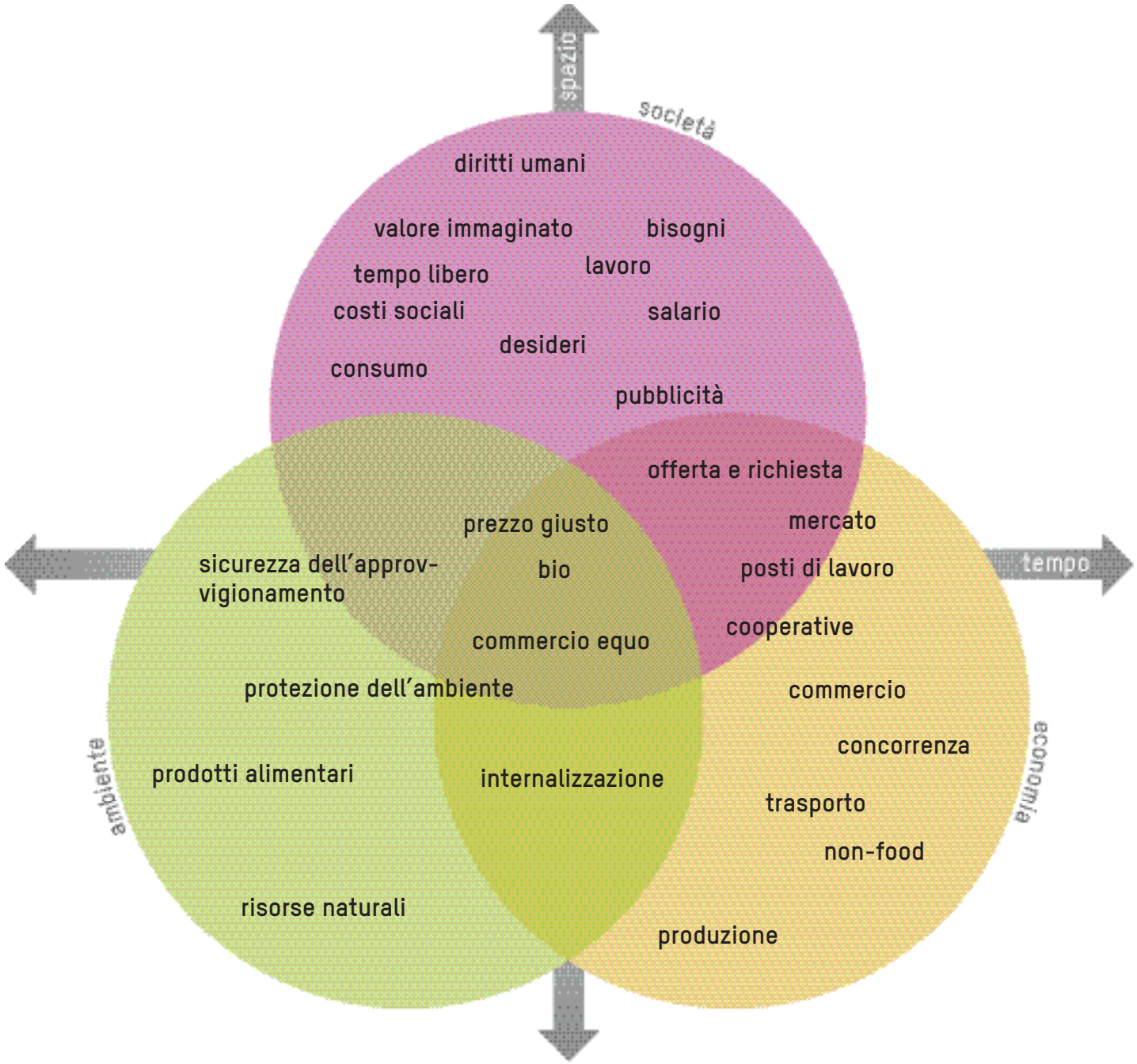MERCATO - PREZZO - VALORE : DIMENSIONI DELLO SVILUPPO SOSTENIBILE