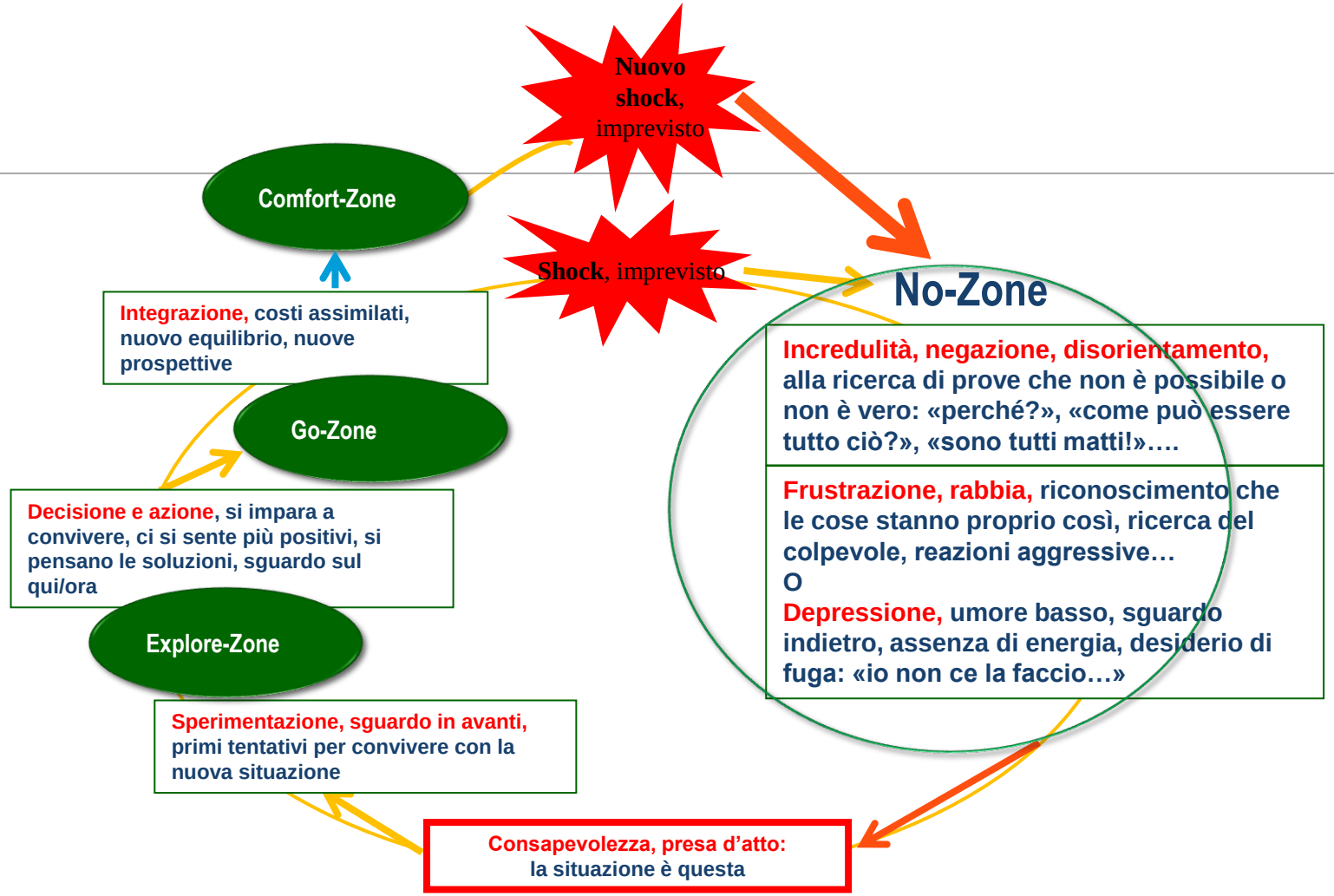Il ciclo del cambiamento