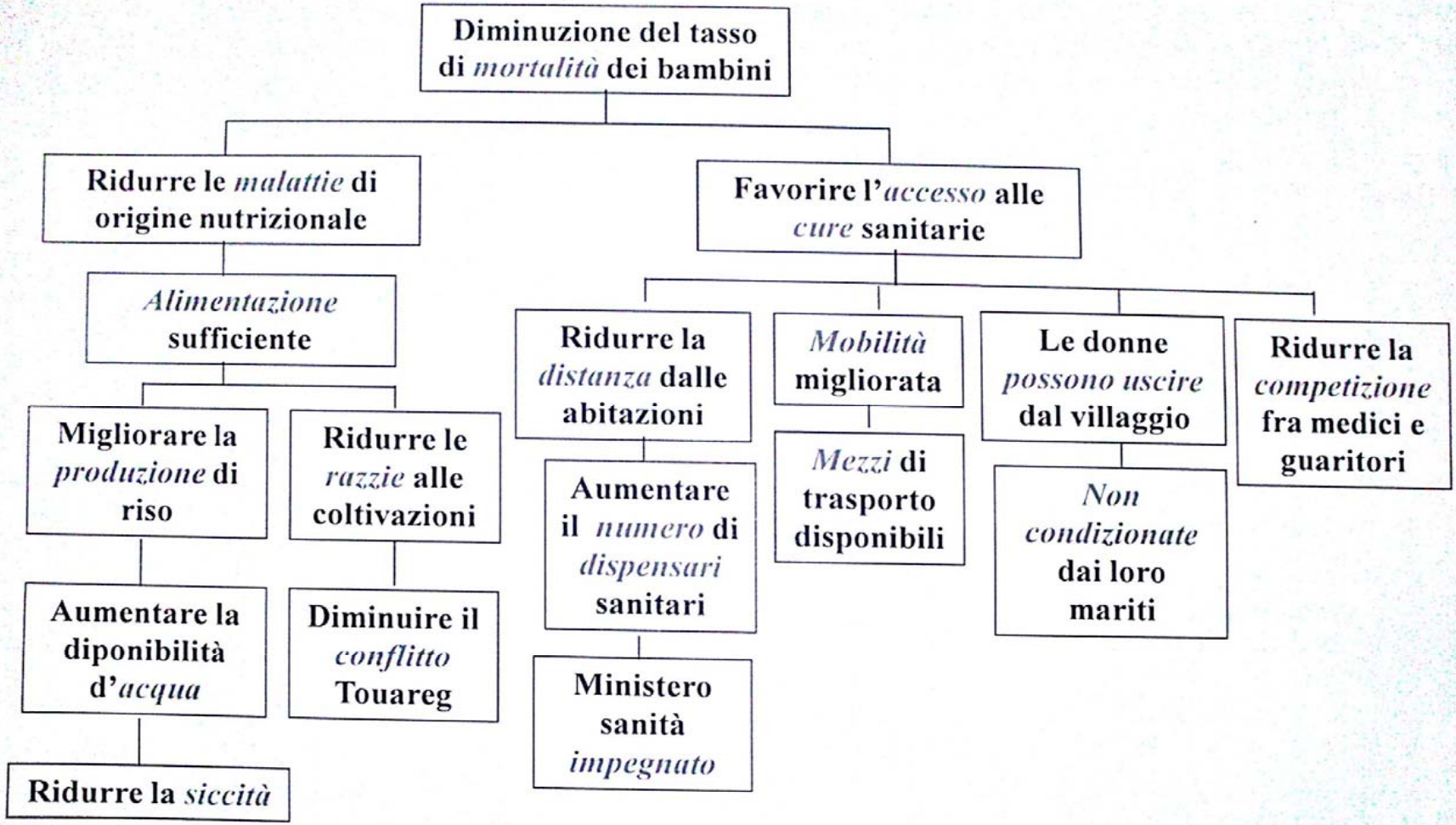Albero degli obiettivi