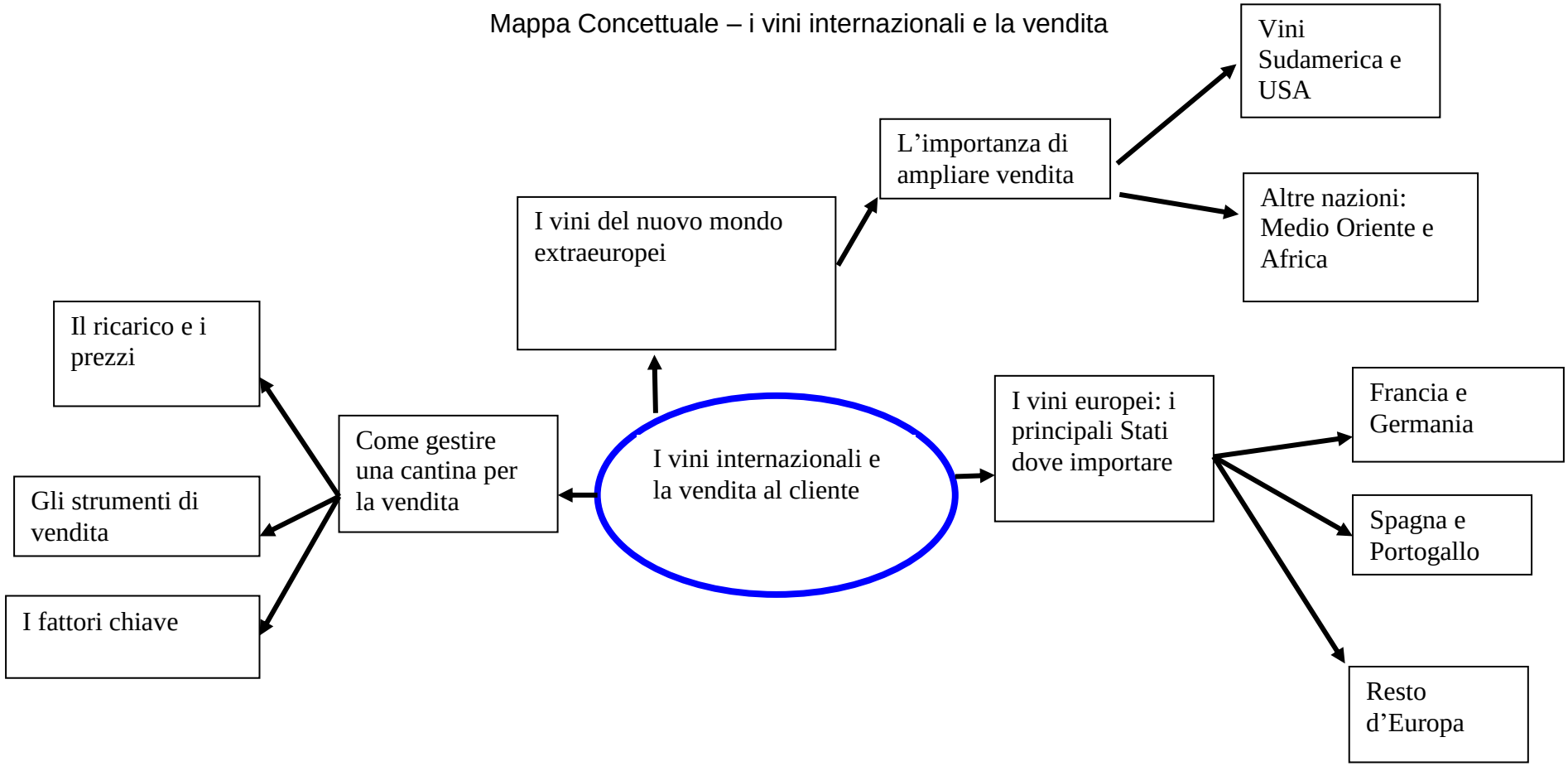Mappa Concettuale – i vini internazionali e la vendita