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Sommario/riassunto	Consumers today are in the focus of a wide range of companies in a more and more global world, all of which implies an increase of marketing activities and hence an increase of advertising effort. Hundreds or even thousands of advertising messages are put in front of consumers every day through various media channels. However, every targeted customer has a very limited ability of perceiving advertising messages and even a smaller percentage of what has been recognized is considered as being relevant. Therefore consumers quite often feel harassed and overloaded by the mass of information, the q