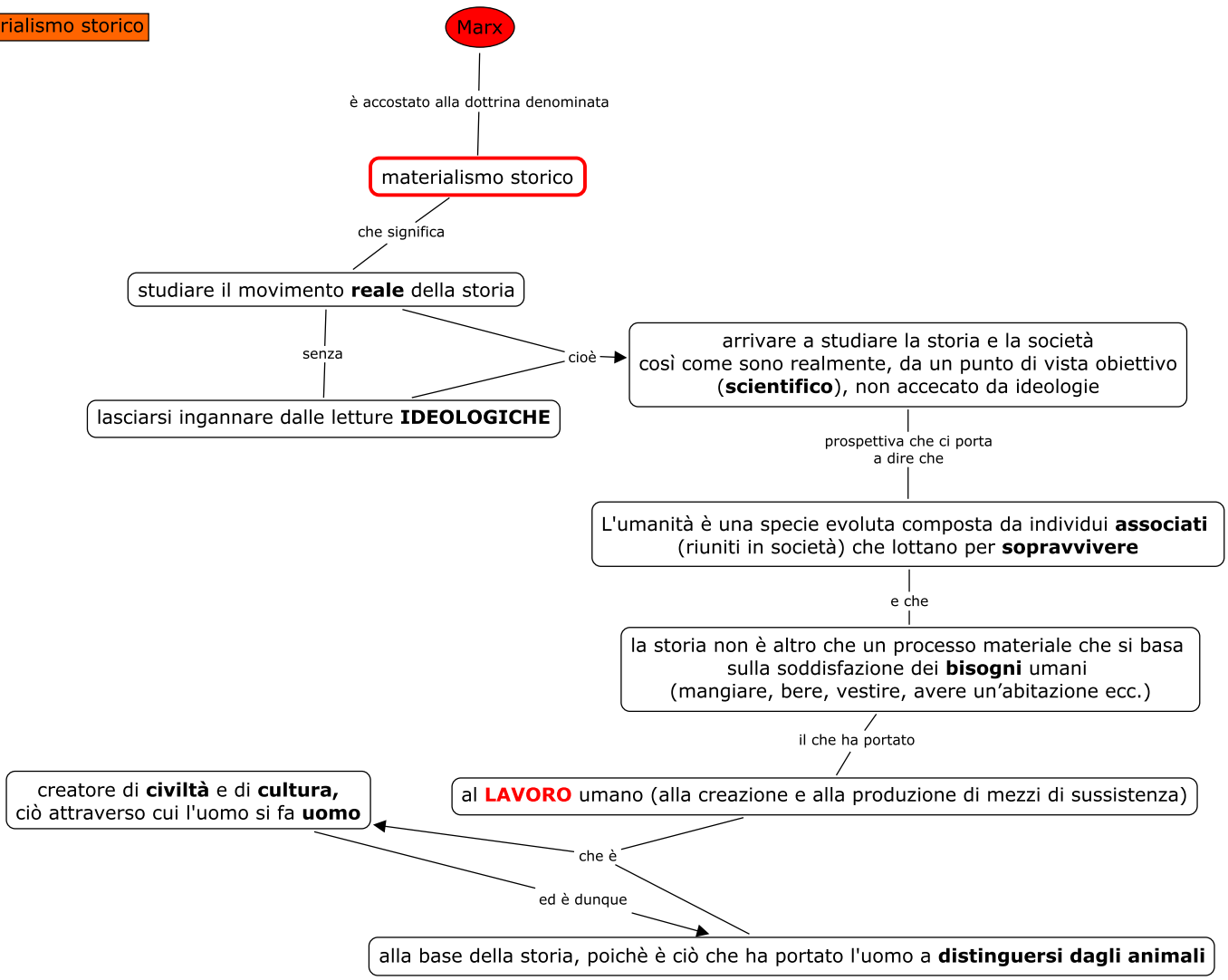Marx, materialismo storico