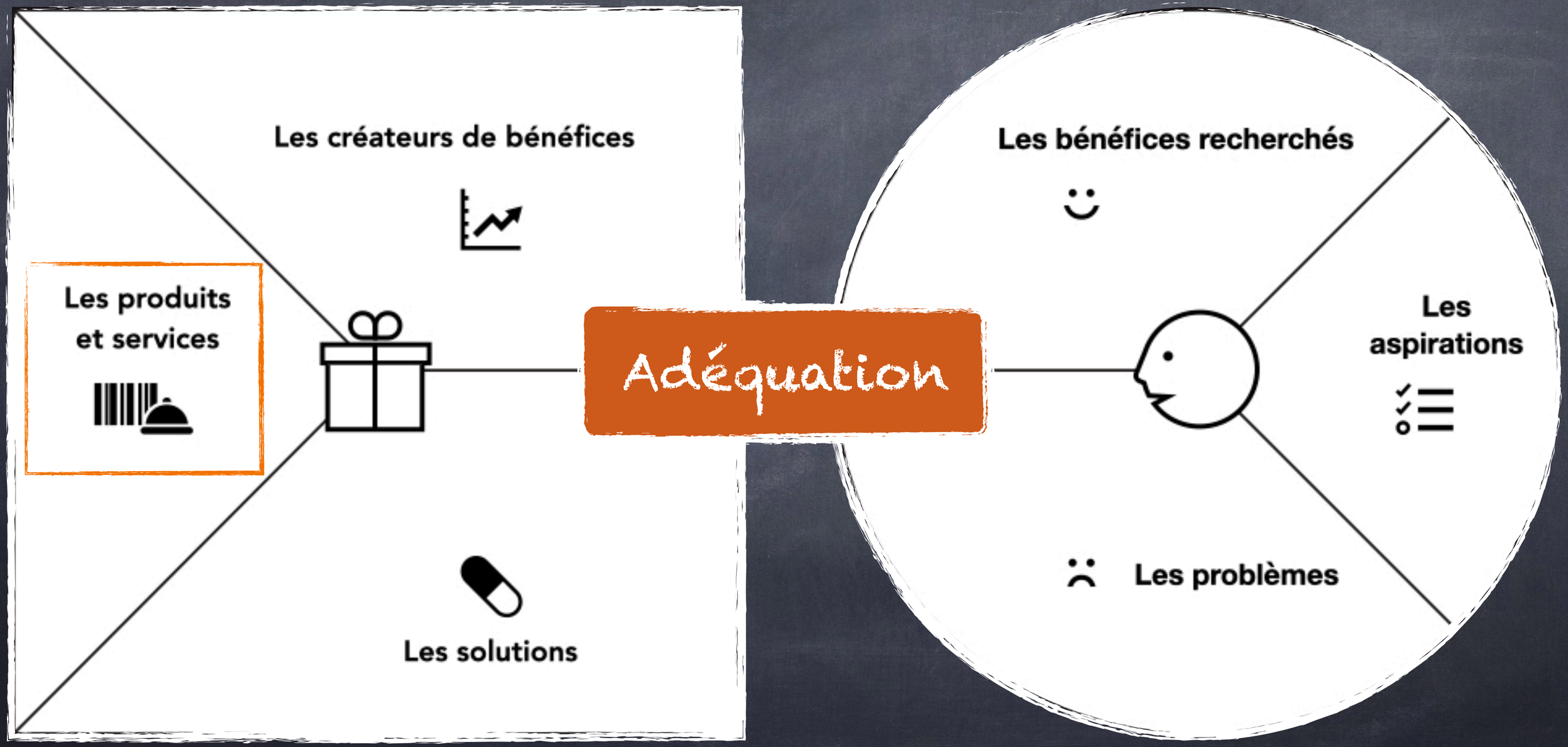
La carte de la valeur

Le profil client



Manuel de gestion-réflexion / Christian Latour