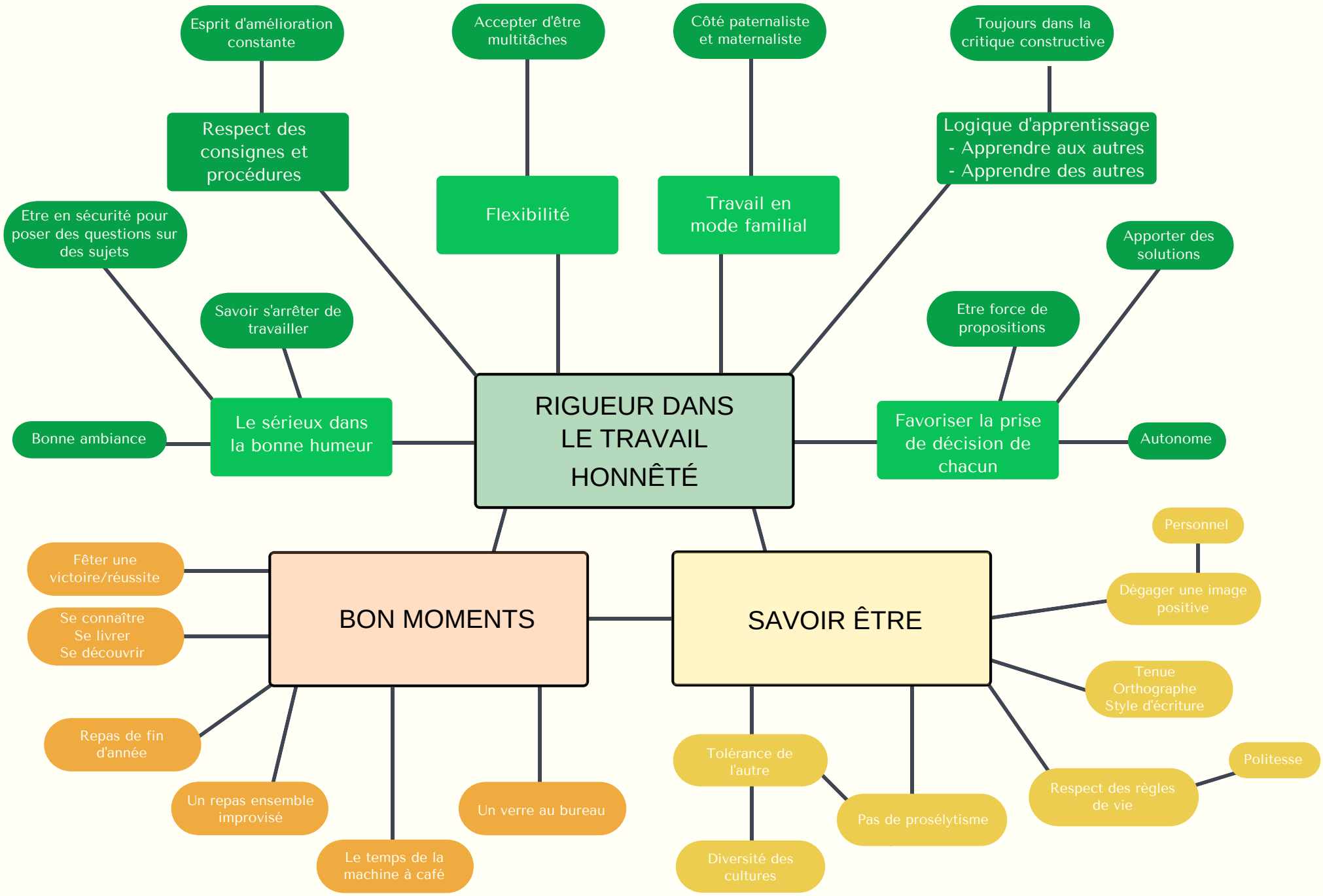LA CULTURE DE NOTRE ENTREPRISE