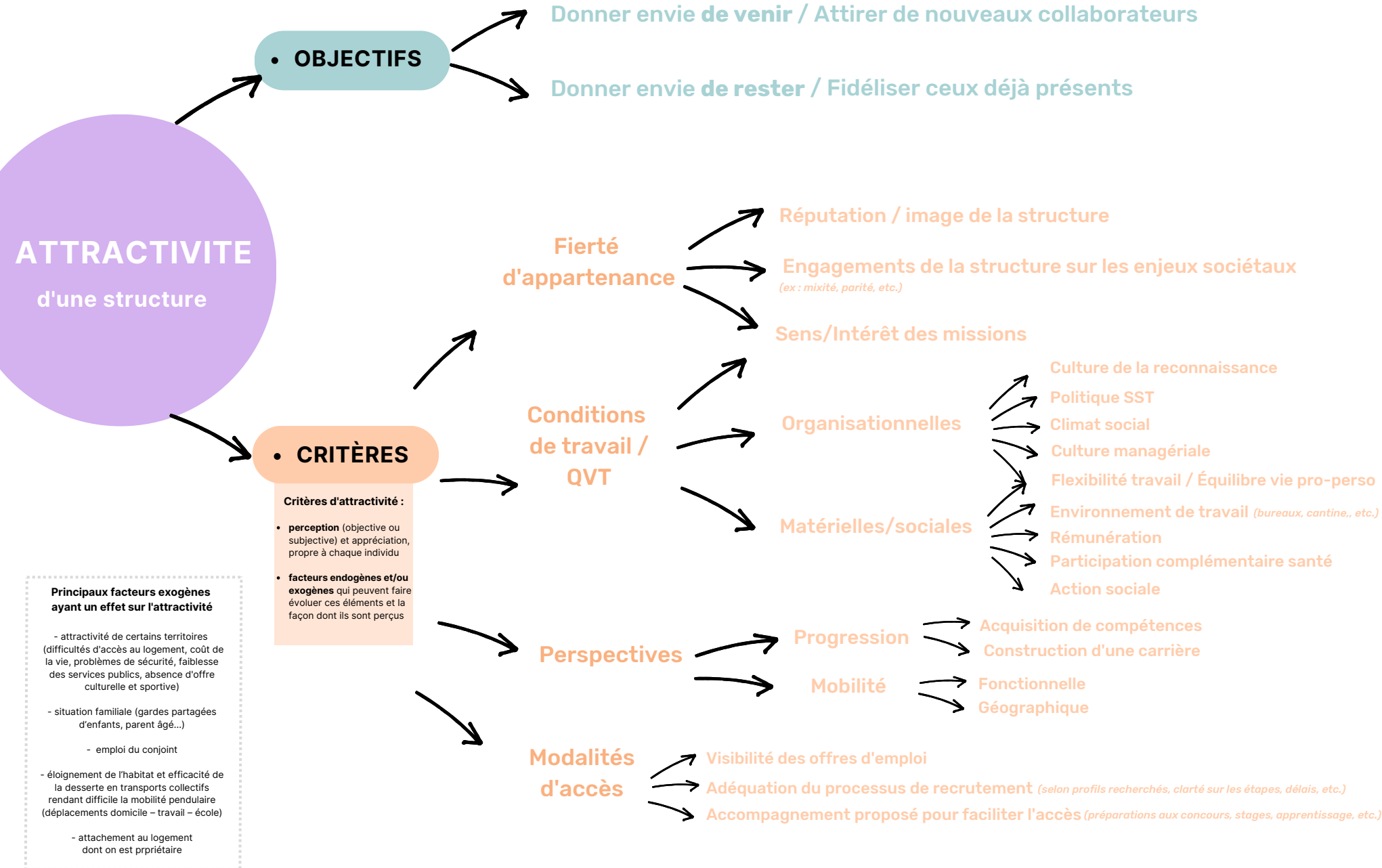


1 - L'ATTRACTIVITÉ



2 - PROBLEMATIQUE DE L'ATTRACTIVITÉ

