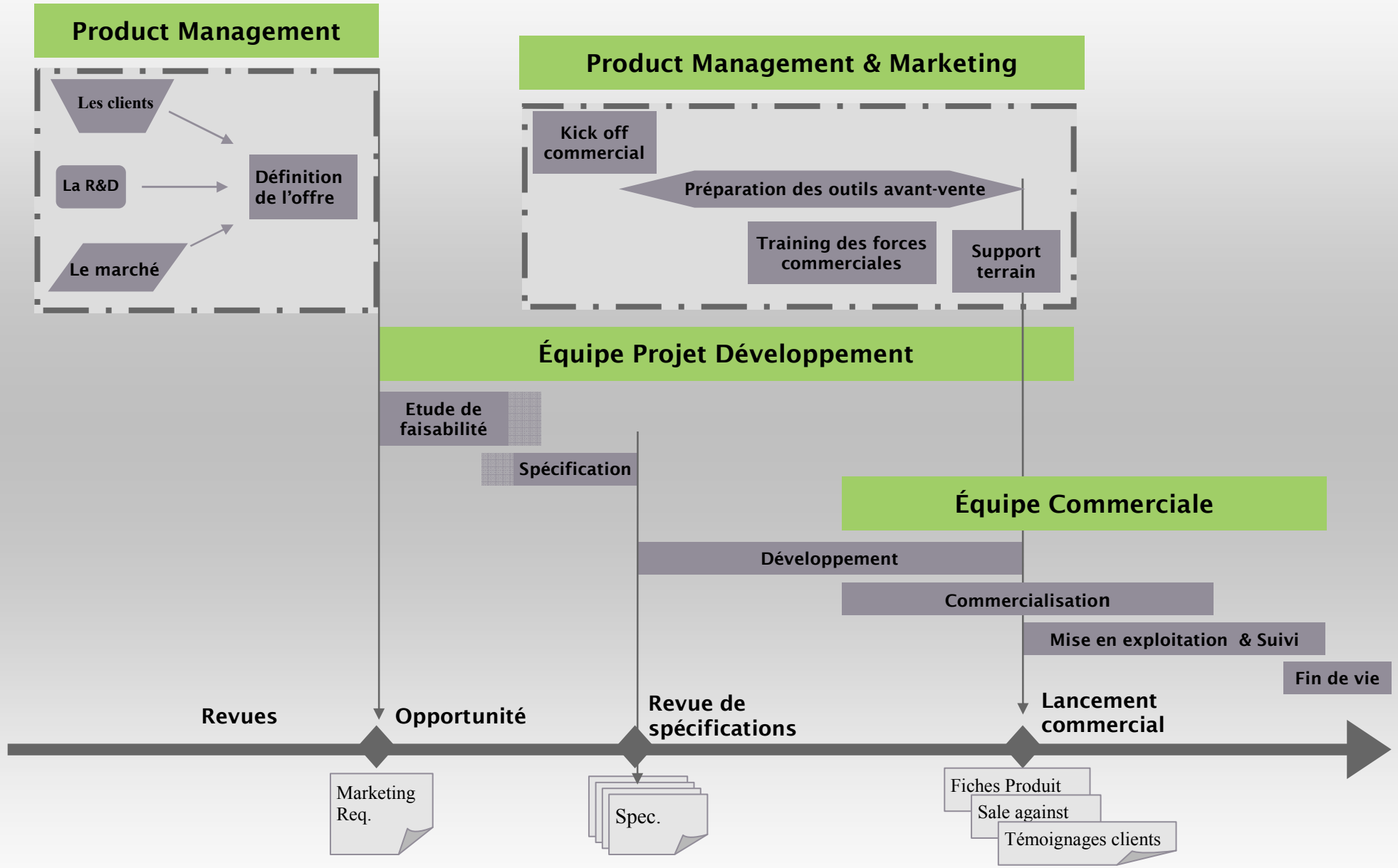
Cycle de vie d'une offre

Fiche Marketing PMC