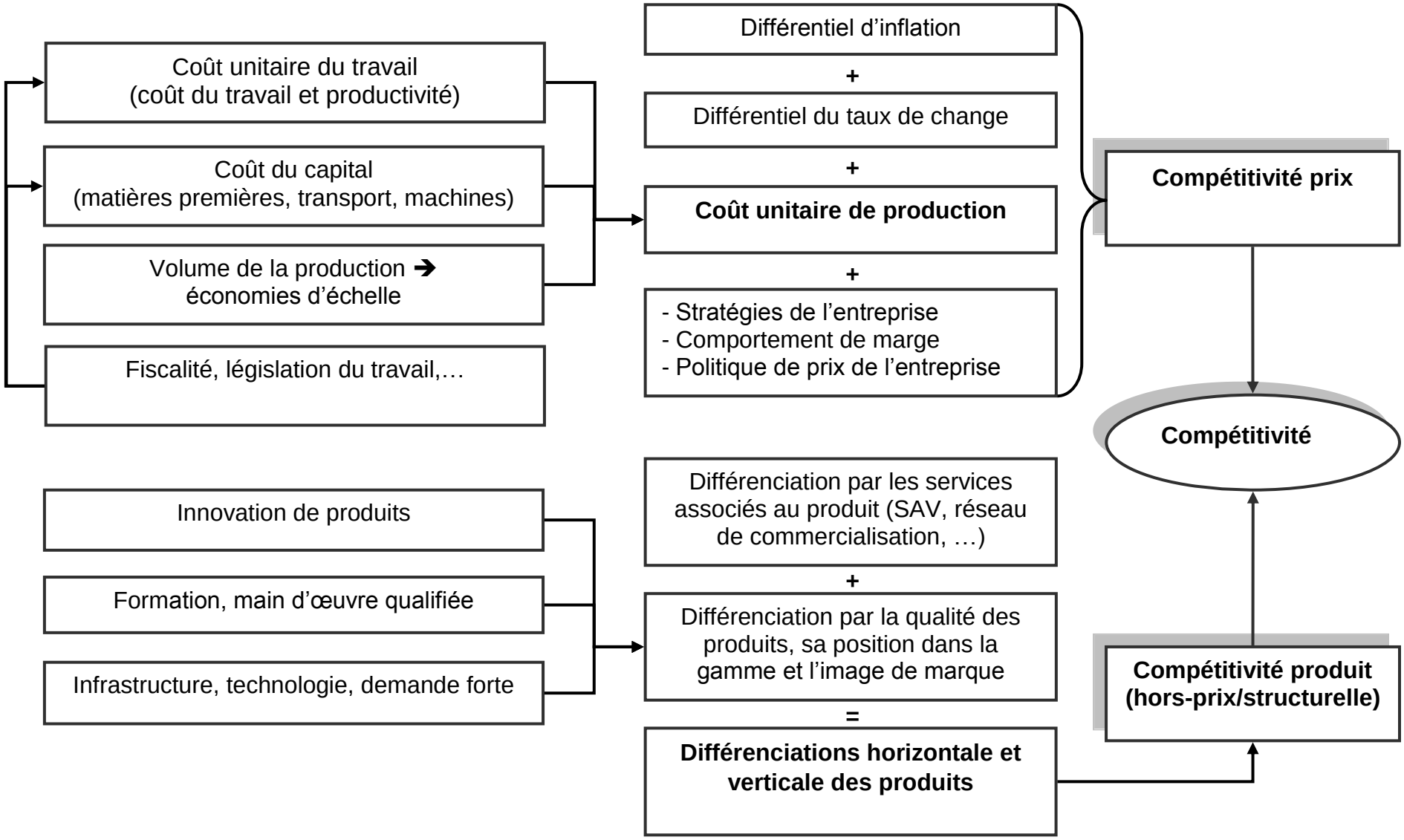Les sources de la compétitivité