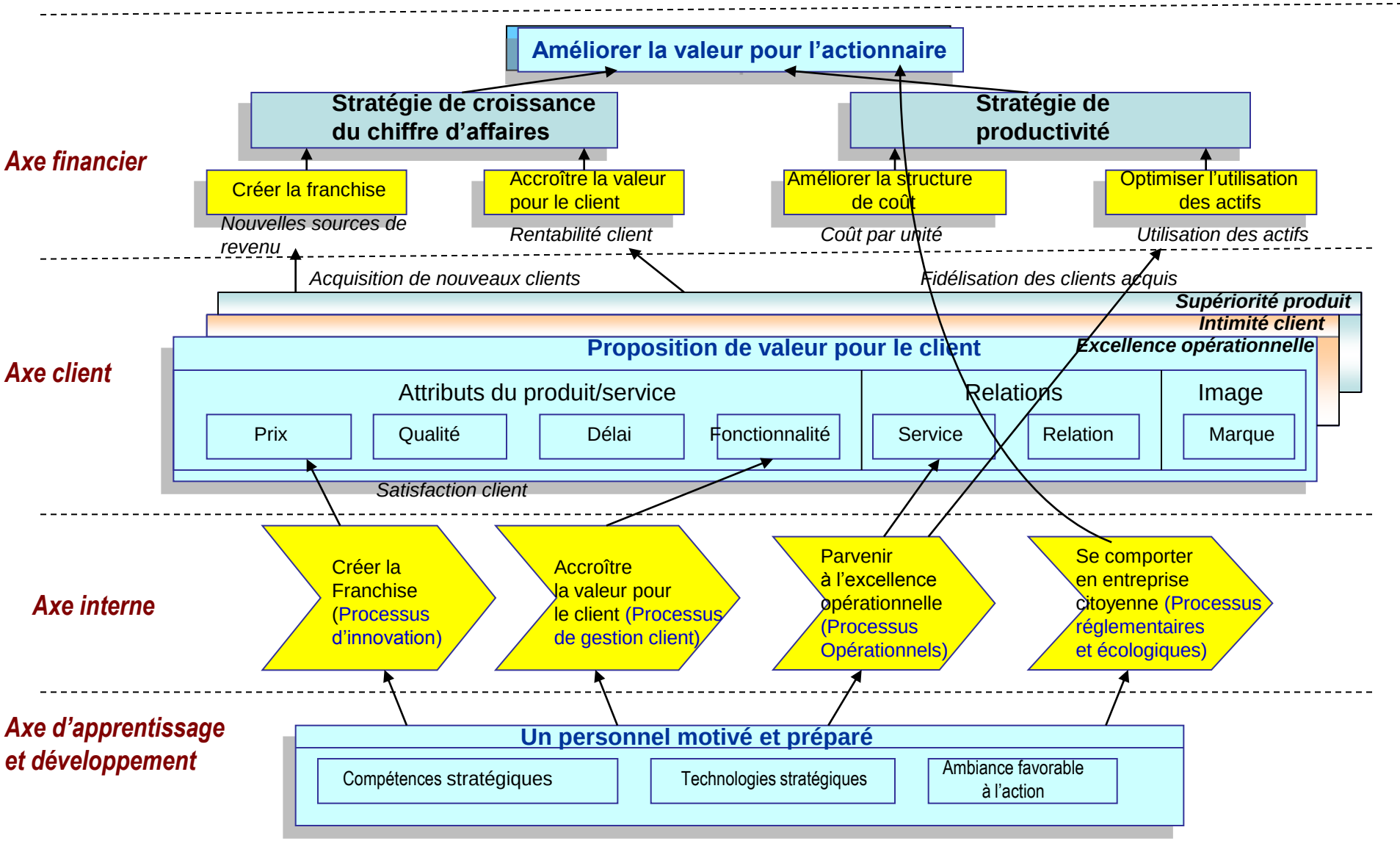La Carte stratégique : Les quatre axes et leur interrelation