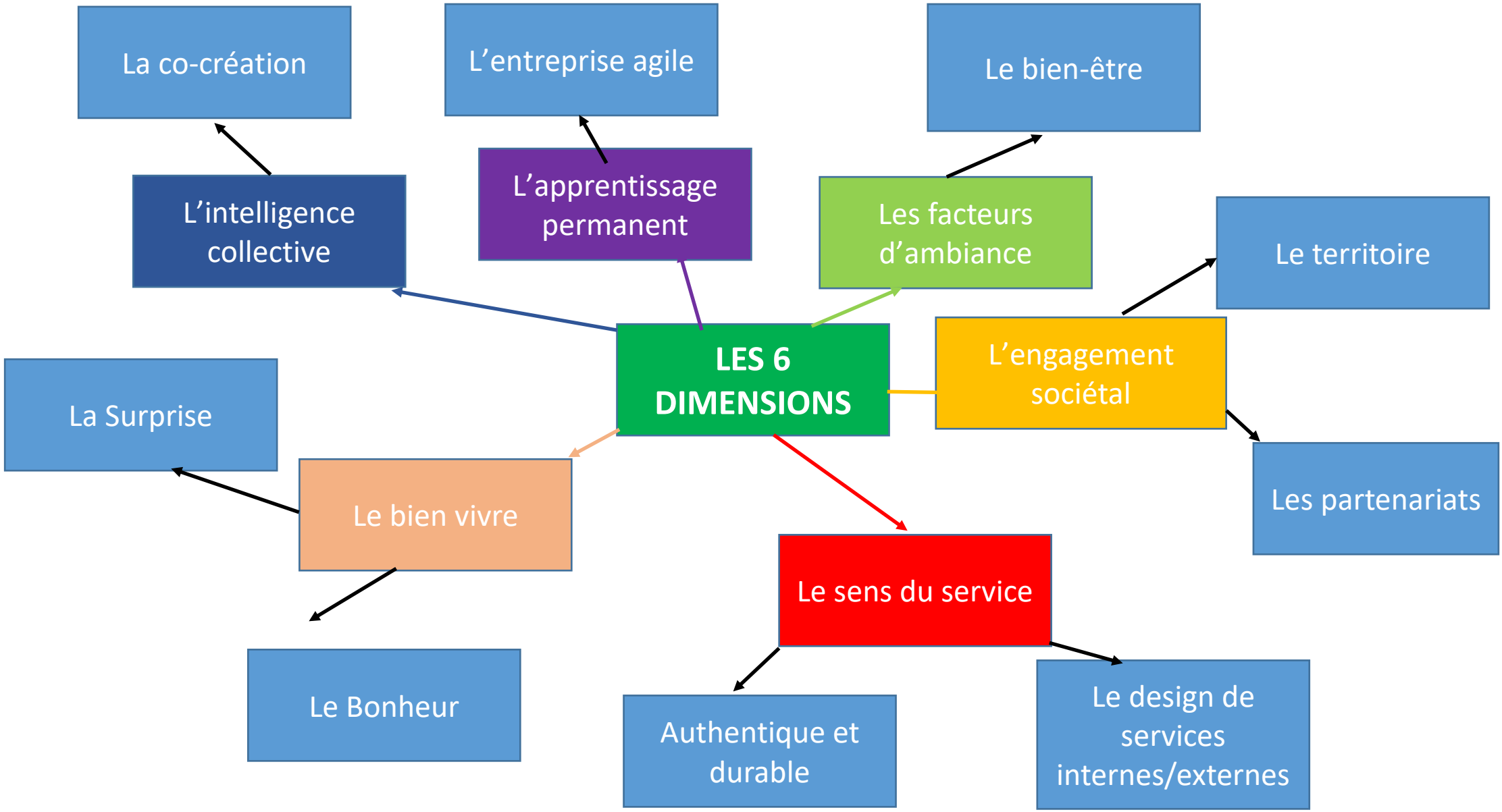COMMENT ENCHANTER L'EXPERIENCE EN ENTREPRISE ? Quelques exemples…