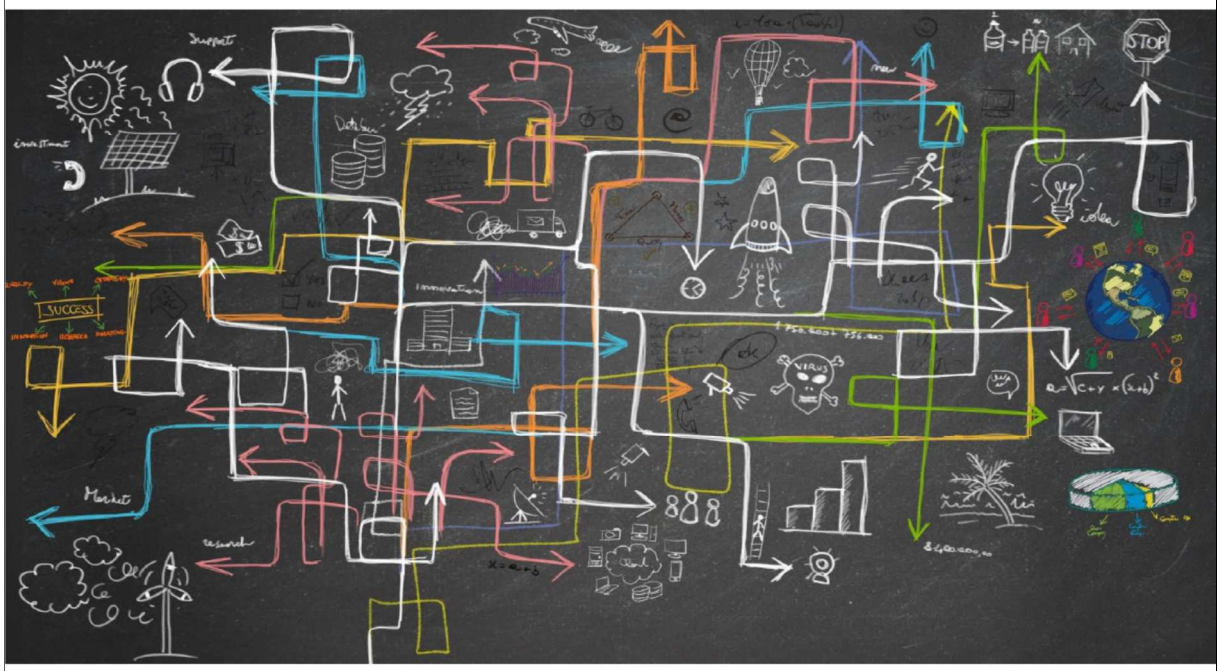En quête d'une nouvelle organisation de marché