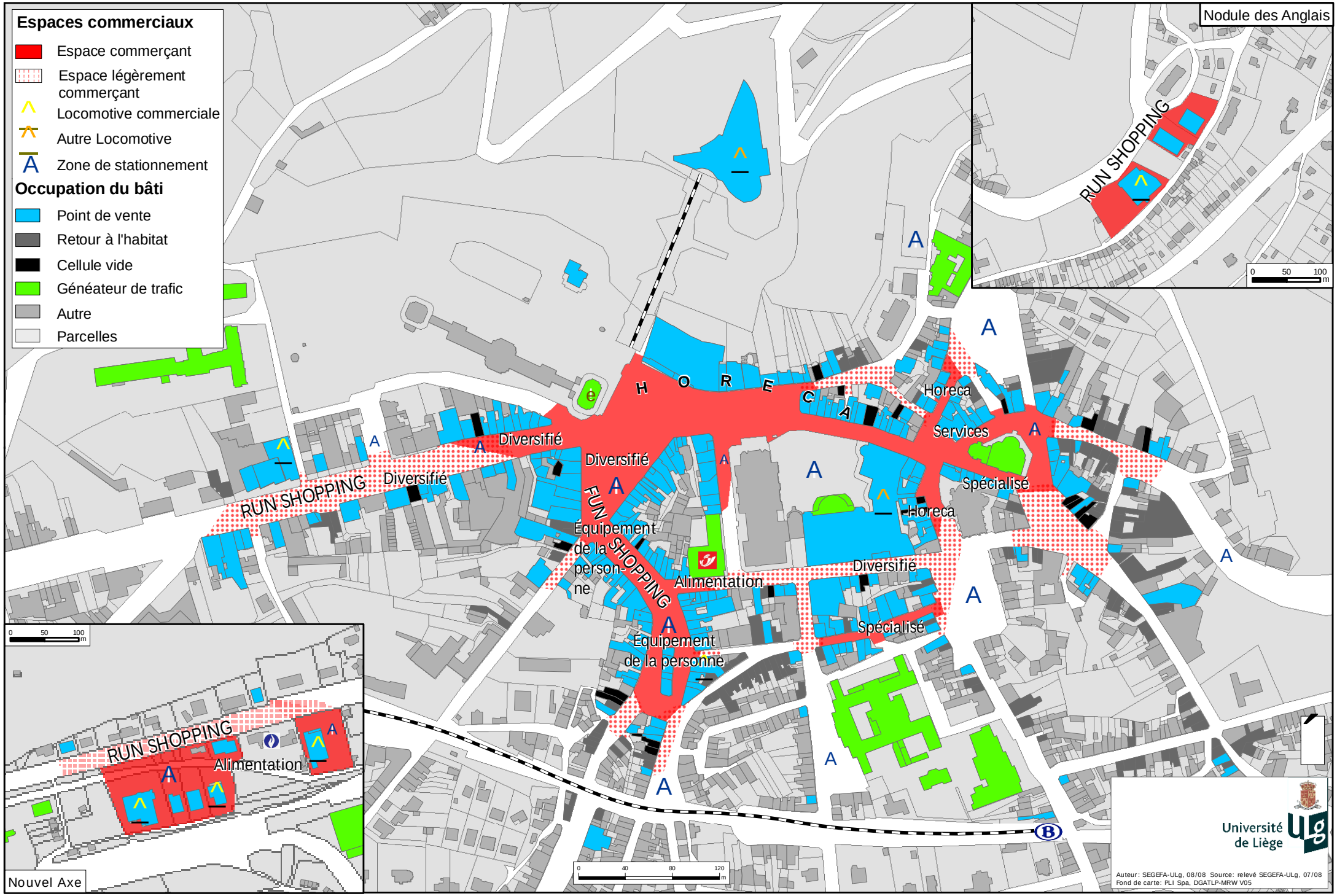Planche 7: Diagnostic de l'appareil commercial de Spa - spécialisation commerciale