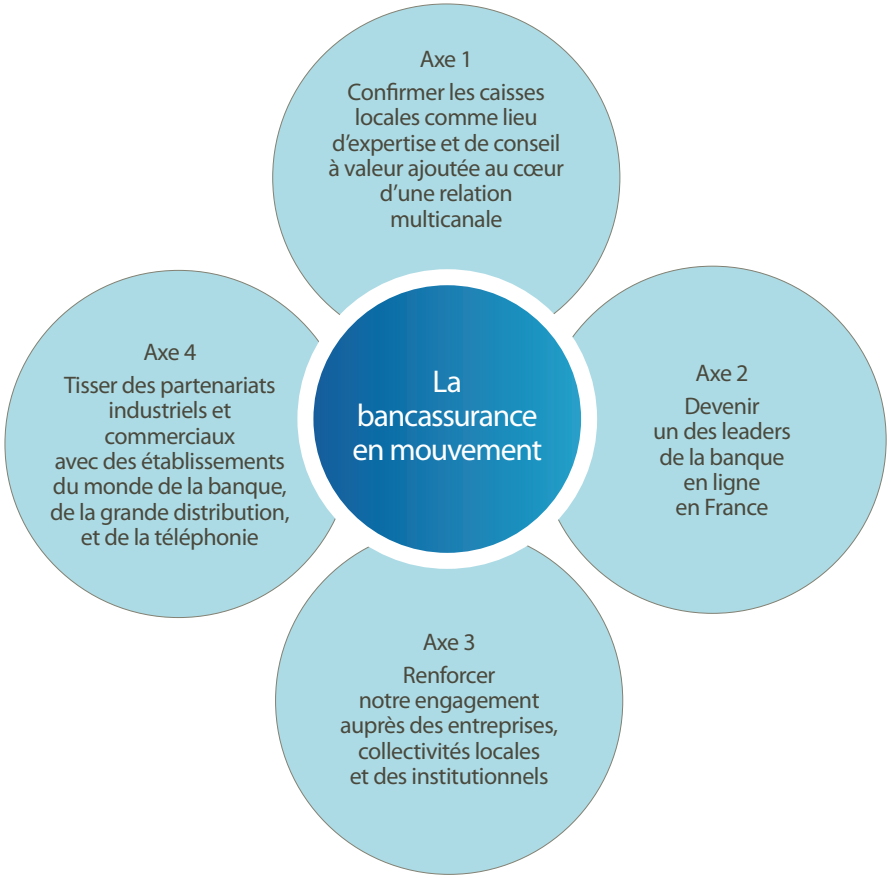LES 4 AXES STRATÉGIQUES DU PROJET D'ENTREPRISE HORIZONS 2015