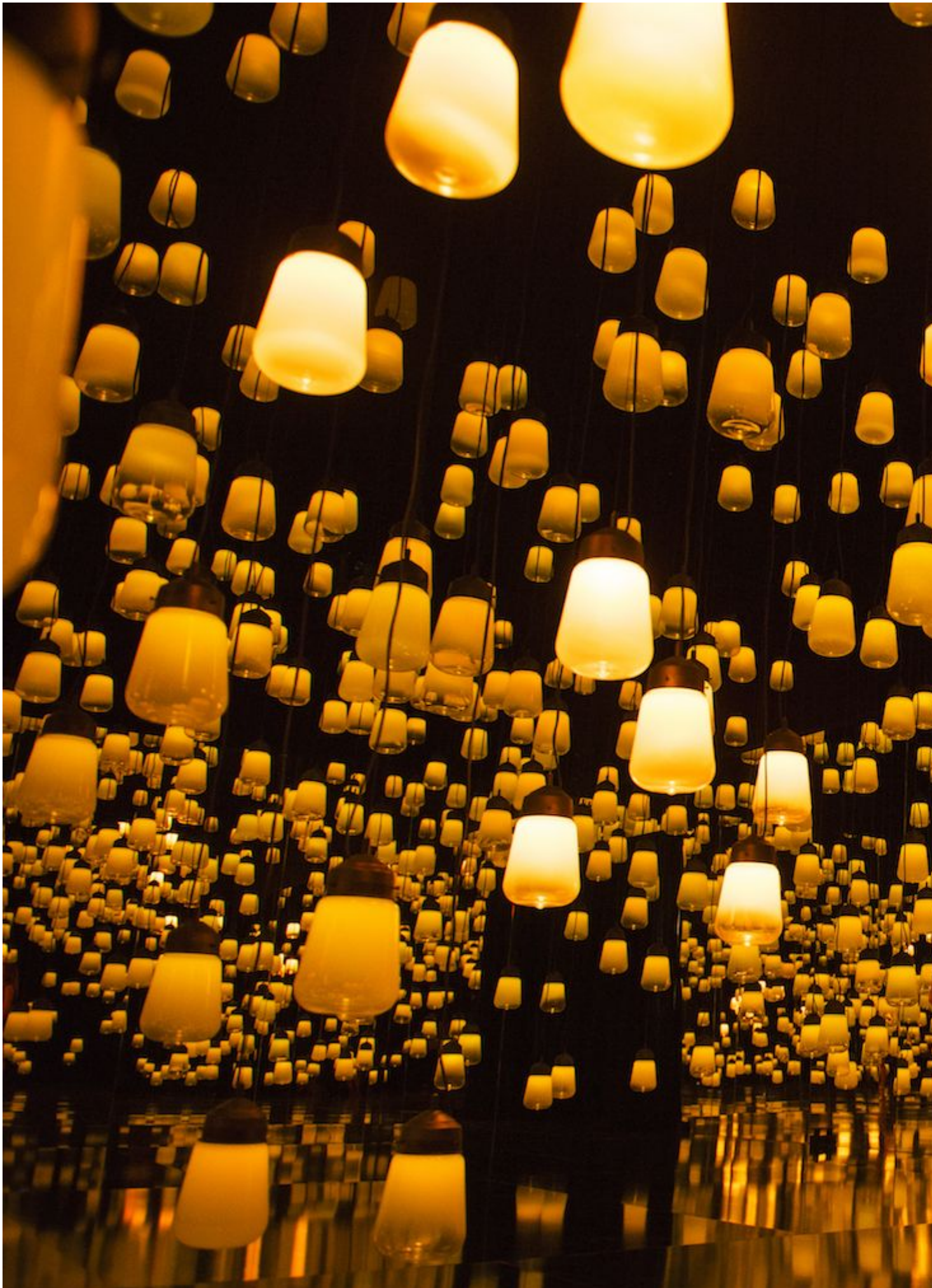L’expérience client : comment créer un événement impactant !