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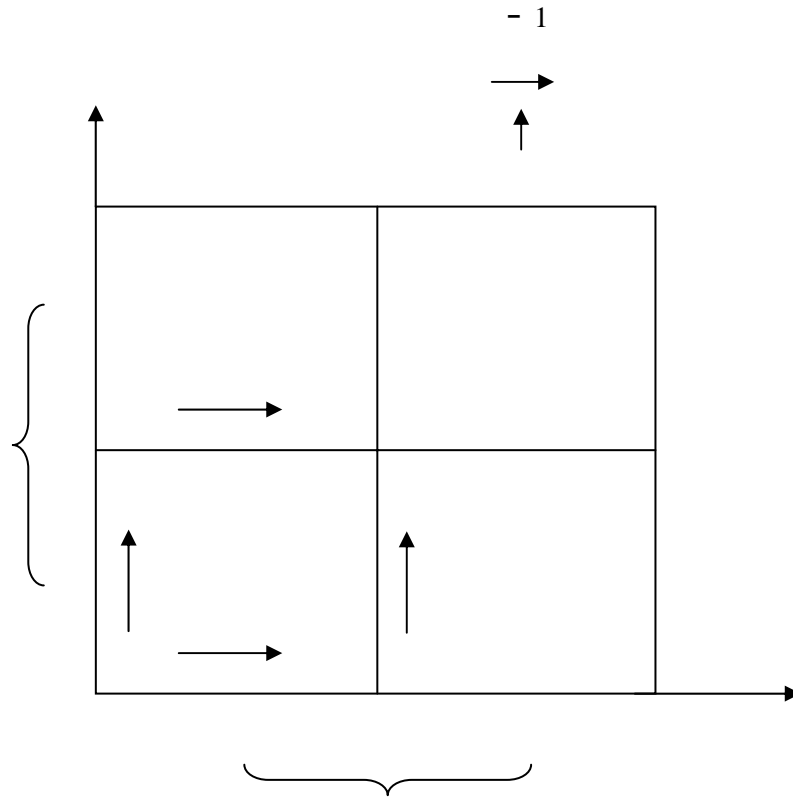
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[SCHWARTZ E.I., 1997]

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[ARNAUD D., 1998, PP181-182]



[ARNAUD D., 1998, P182] :

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. [GOLDMAN S. , 1997]

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Thomas Novak Patrali chatterjee , Donna Hoffman : HOFFMAN -

: [HOFFMAN D.L. et AL., 1996]

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[KOTLER P. & Dubois B. - 1997]

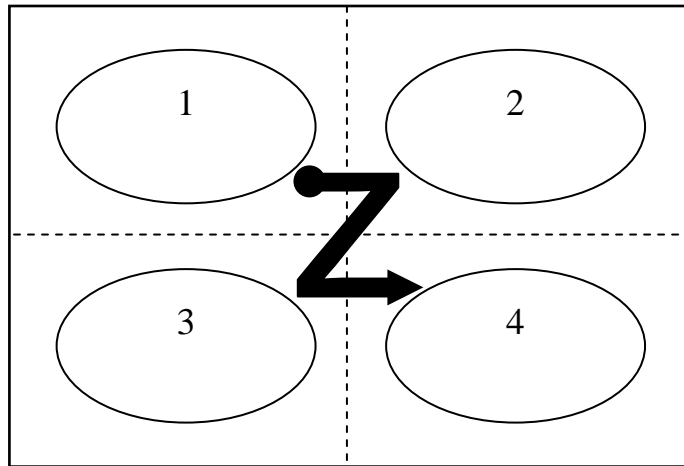
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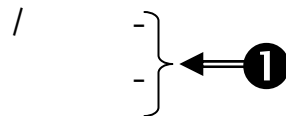
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[ANSOFF H. Igor – 1965] :

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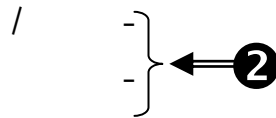
[ANSOFF H.I, 1965, PP72-75] : I.ANSOFF

[112-110 - 1992 . ]

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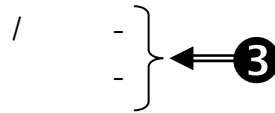
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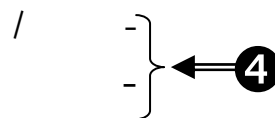
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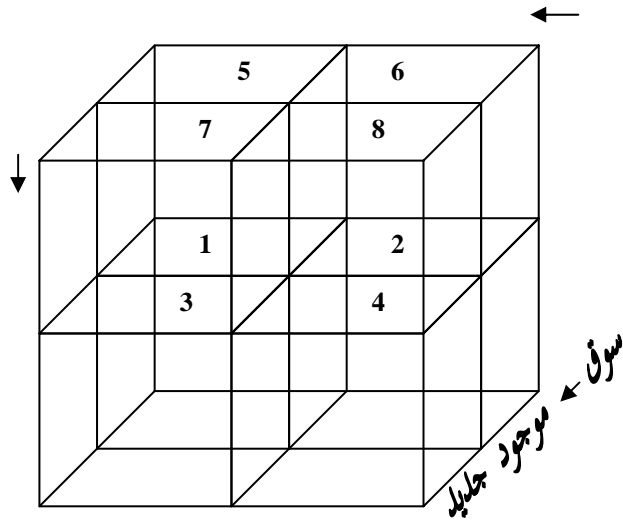
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. [ARNAUD D., 1998 - PP.72-75]

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[ARNAUD D., 1998 - PP. 72-75] :

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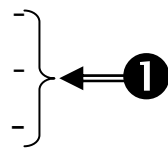
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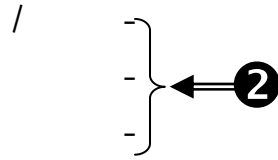
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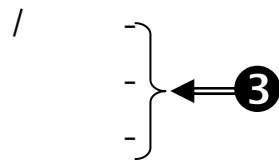


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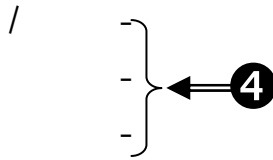
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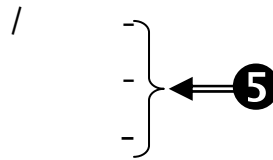
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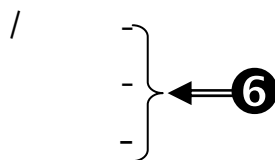
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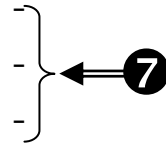




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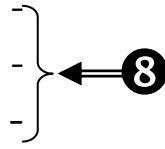
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[DANIEL Amor, 2000 - P38]

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[PERIGORD M. et FOURNIER J.P., 1993]

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[SARKAR M.B. et Al., 1995] SARKAR

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EITO : European Information Technology Observatory, <http://www.eito.com>

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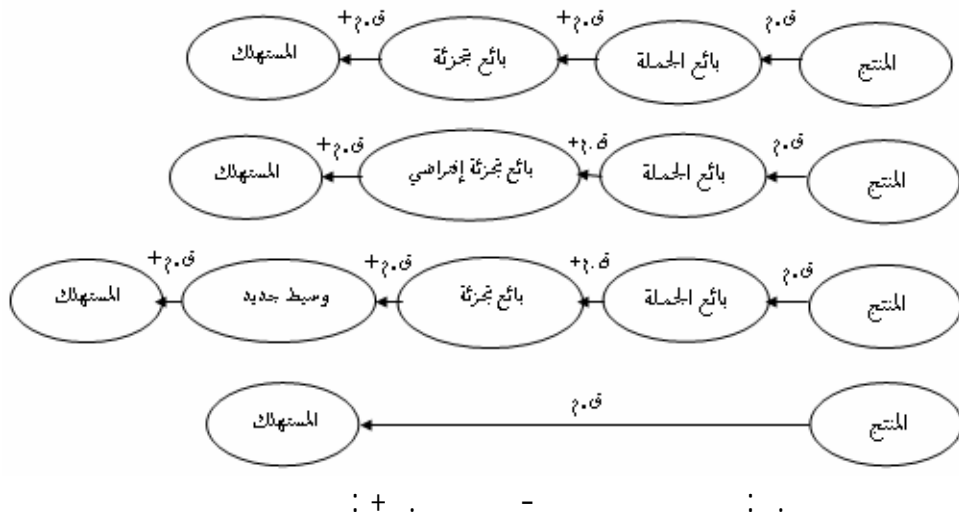
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[BENJAMIN R. et WIGAND R., 1995] Benjamin

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[BENJAMIN R. et WIGAND R., 1995] :

[MOUGAYAR W., 1996] Walid Mougayar

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