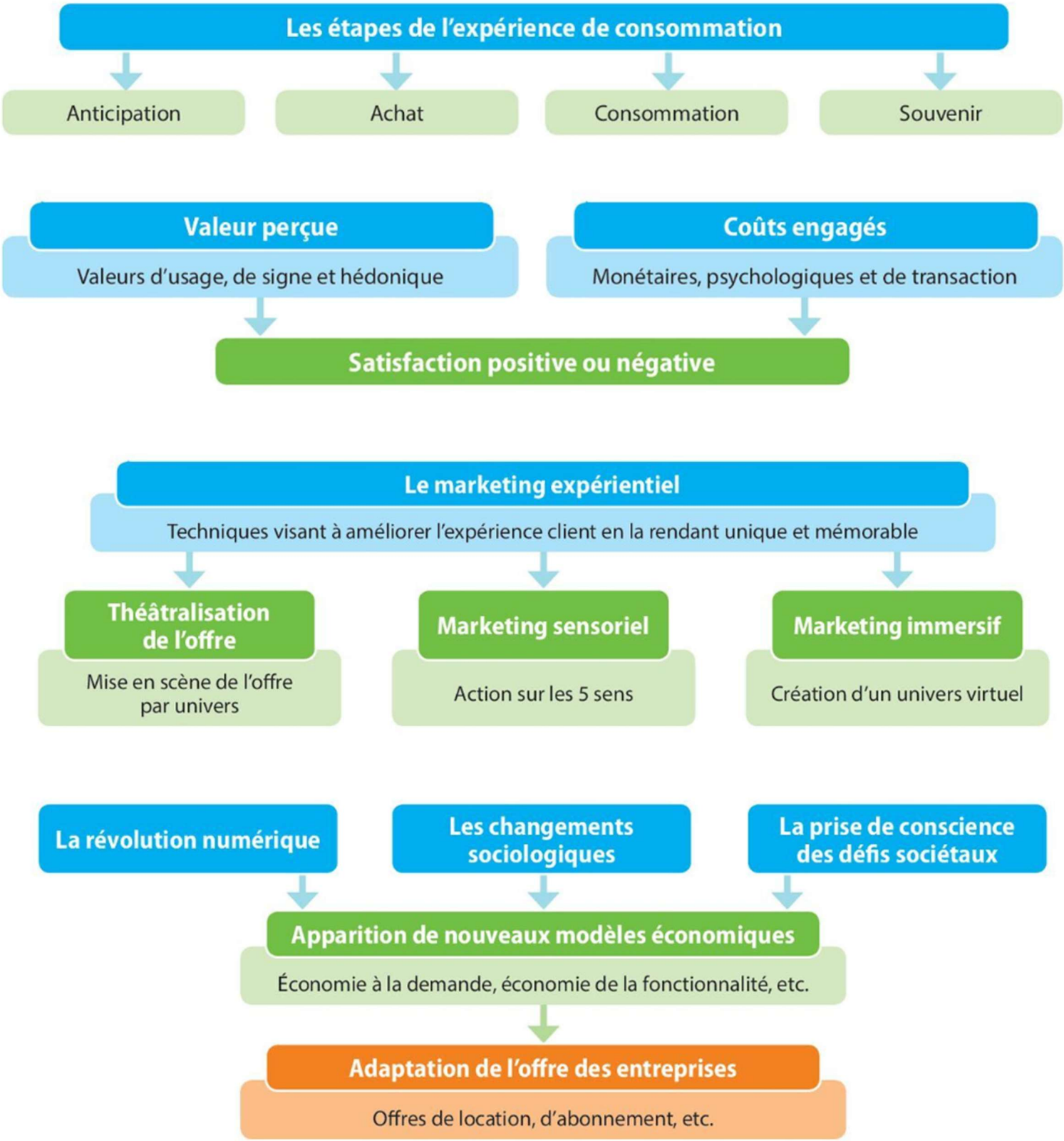Chapitre 4 Analyser l'expérience de consommation