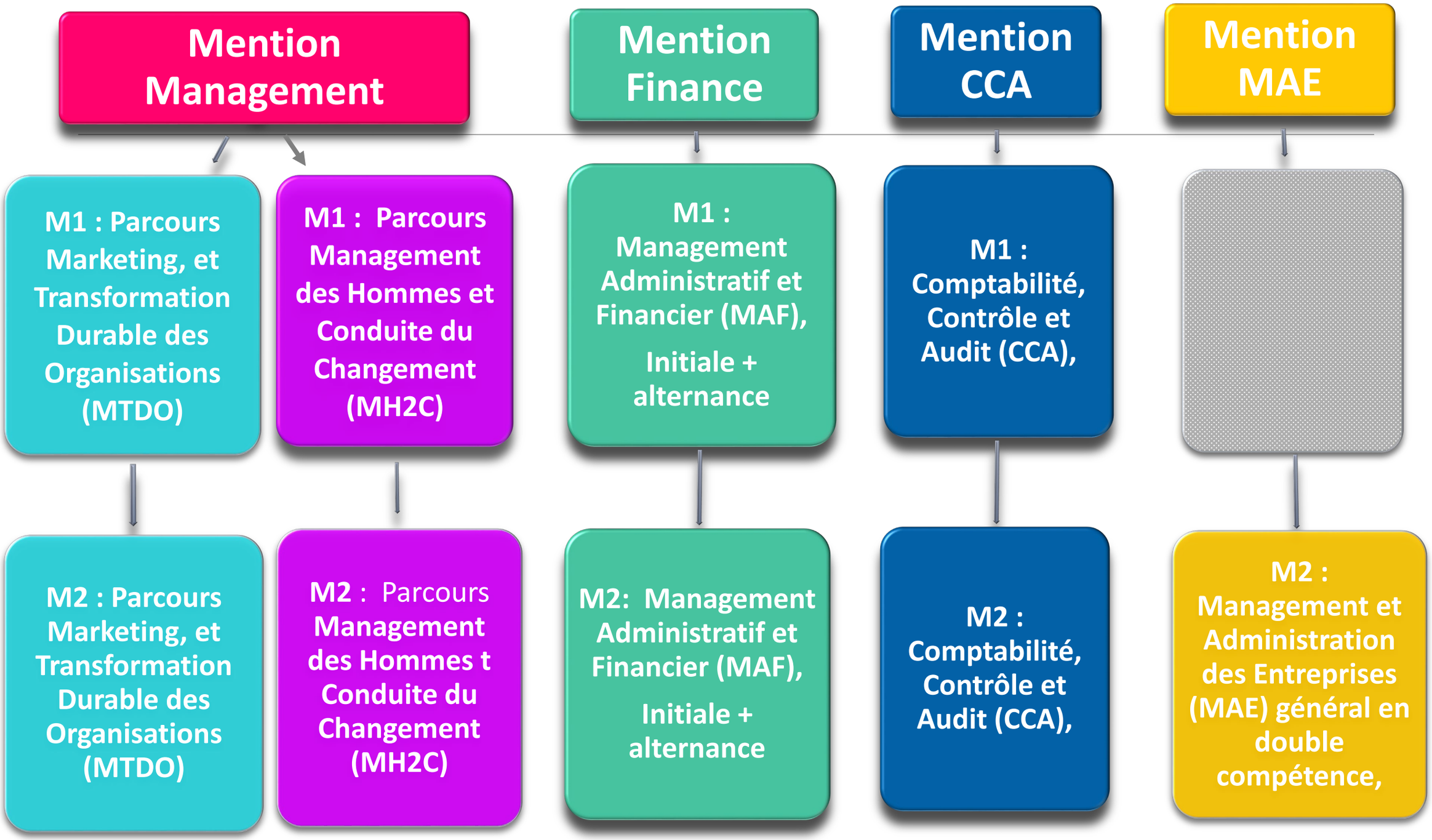Les Masters de l'IAE