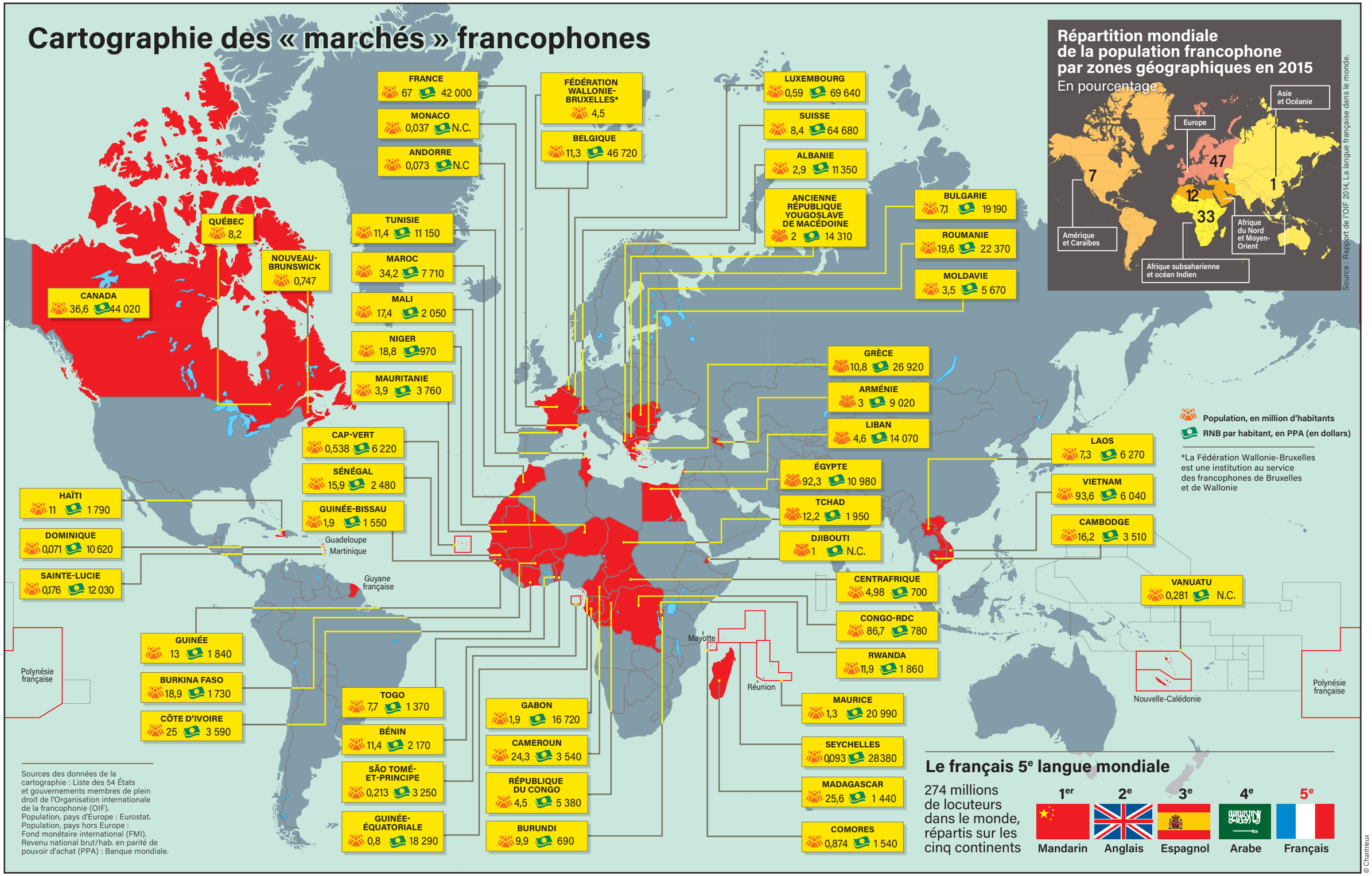Cartographie des « marchés » francophones