

BUSINESS ENVIRONMENTS

Introductions : Light Blue

Conclusions : Light Pink

QUESTION

Write a business report to Mr Hedderwick in which you discuss the following:

- The impact of the external environment on the marketing function. Include possible techniques / models that Mr Hedderwick and his team can use to determine the influences of the external environment.
- The 7 Ps of marketing to develop marketing strategies in response to the influences of the external environment on Debonair's brand.

ANSWER

The macro environment

INTRODUCTION Both the macro and the market environments form part of the external environment. The business has limited control over events that take place in the external environment, but it must take these events into account and work out strategies (action plans) to adapt to situations in the external environment.

However, it is also important to keep in mind that events that take place within the business (internal environment / micro-environment) can in turn influence the events in the macro-environment, as illustrated by the following examples:

- In the event of a strike, an individual business, or a group of businesses (industry) may have an effect on the economy.
- A business that employs or fires workers contributes to the employment / unemployment rate of the country.
- The way a business is run can directly affect the physical environment in which it is run, etc.

Various tools can be used to analyse events in the macro environment:

- determine how the business should respond to eliminate any threats
- take advantage of opportunities to gain a competitive advantage
- Some tools that can be used to analyse the macro environment include:
- An environmental scan
- An SWOT analysis
- A PESTLE analysis or, to be precise, a PESTLE analysis.

An environmental scan

It is important to conduct an environmental scan to identify factors that have an impact on the business and then adjust existing plans or make new plans to address these factors / events.

Essays For Business Grade

AW Chickering



Essays For Business Grade:

Right here, we have countless ebook **Essays For Business Grade** and collections to check out. We additionally meet the expense of variant types and then type of the books to browse. The gratifying book, fiction, history, novel, scientific research, as skillfully as various new sorts of books are readily easy to use here.

As this Essays For Business Grade, it ends stirring brute one of the favored ebook Essays For Business Grade collections that we have. This is why you remain in the best website to see the incredible book to have.

https://staging.conocer.cide.edu/files/virtual-library/default.aspx/existentialist_philosophy.pdf

Table of Contents Essays For Business Grade

1. Understanding the eBook Essays For Business Grade
 - The Rise of Digital Reading Essays For Business Grade
 - Advantages of eBooks Over Traditional Books
2. Identifying Essays For Business Grade
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Essays For Business Grade
 - User-Friendly Interface
4. Exploring eBook Recommendations from Essays For Business Grade
 - Personalized Recommendations
 - Essays For Business Grade User Reviews and Ratings
 - Essays For Business Grade and Bestseller Lists
5. Accessing Essays For Business Grade Free and Paid eBooks
 - Essays For Business Grade Public Domain eBooks

- Essays For Business Grade eBook Subscription Services
- Essays For Business Grade Budget-Friendly Options
- 6. Navigating Essays For Business Grade eBook Formats
 - ePub, PDF, MOBI, and More
 - Essays For Business Grade Compatibility with Devices
 - Essays For Business Grade Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Essays For Business Grade
 - Highlighting and Note-Taking Essays For Business Grade
 - Interactive Elements Essays For Business Grade
- 8. Staying Engaged with Essays For Business Grade
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Essays For Business Grade
- 9. Balancing eBooks and Physical Books Essays For Business Grade
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Essays For Business Grade
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Essays For Business Grade
 - Setting Reading Goals Essays For Business Grade
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Essays For Business Grade
 - Fact-Checking eBook Content of Essays For Business Grade
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

Essays For Business Grade Introduction

In today's digital age, the availability of Essays For Business Grade books and manuals for download has revolutionized the way we access information. Gone are the days of physically flipping through pages and carrying heavy textbooks or manuals. With just a few clicks, we can now access a wealth of knowledge from the comfort of our own homes or on the go. This article will explore the advantages of Essays For Business Grade books and manuals for download, along with some popular platforms that offer these resources. One of the significant advantages of Essays For Business Grade books and manuals for download is the cost-saving aspect. Traditional books and manuals can be costly, especially if you need to purchase several of them for educational or professional purposes. By accessing Essays For Business Grade versions, you eliminate the need to spend money on physical copies. This not only saves you money but also reduces the environmental impact associated with book production and transportation. Furthermore, Essays For Business Grade books and manuals for download are incredibly convenient. With just a computer or smartphone and an internet connection, you can access a vast library of resources on any subject imaginable. Whether you're a student looking for textbooks, a professional seeking industry-specific manuals, or someone interested in self-improvement, these digital resources provide an efficient and accessible means of acquiring knowledge. Moreover, PDF books and manuals offer a range of benefits compared to other digital formats. PDF files are designed to retain their formatting regardless of the device used to open them. This ensures that the content appears exactly as intended by the author, with no loss of formatting or missing graphics. Additionally, PDF files can be easily annotated, bookmarked, and searched for specific terms, making them highly practical for studying or referencing. When it comes to accessing Essays For Business Grade books and manuals, several platforms offer an extensive collection of resources. One such platform is Project Gutenberg, a nonprofit organization that provides over 60,000 free eBooks. These books are primarily in the public domain, meaning they can be freely distributed and downloaded. Project Gutenberg offers a wide range of classic literature, making it an excellent resource for literature enthusiasts. Another popular platform for Essays For Business Grade books and manuals is Open Library. Open Library is an initiative of the Internet Archive, a non-profit organization dedicated to digitizing cultural artifacts and making them accessible to the public. Open Library hosts millions of books, including both public domain works and contemporary titles. It also allows users to borrow digital copies of certain books for a limited period, similar to a library lending system. Additionally, many universities and educational institutions have their own digital libraries that provide free access to PDF books and manuals. These libraries often offer academic

texts, research papers, and technical manuals, making them invaluable resources for students and researchers. Some notable examples include MIT OpenCourseWare, which offers free access to course materials from the Massachusetts Institute of Technology, and the Digital Public Library of America, which provides a vast collection of digitized books and historical documents. In conclusion, Essays For Business Grade books and manuals for download have transformed the way we access information. They provide a cost-effective and convenient means of acquiring knowledge, offering the ability to access a vast library of resources at our fingertips. With platforms like Project Gutenberg, Open Library, and various digital libraries offered by educational institutions, we have access to an ever-expanding collection of books and manuals. Whether for educational, professional, or personal purposes, these digital resources serve as valuable tools for continuous learning and self-improvement. So why not take advantage of the vast world of Essays For Business Grade books and manuals for download and embark on your journey of knowledge?

FAQs About Essays For Business Grade Books

How do I know which eBook platform is the best for me? Finding the best eBook platform depends on your reading preferences and device compatibility. Research different platforms, read user reviews, and explore their features before making a choice. Are free eBooks of good quality? Yes, many reputable platforms offer high-quality free eBooks, including classics and public domain works. However, make sure to verify the source to ensure the eBook credibility. Can I read eBooks without an eReader? Absolutely! Most eBook platforms offer web-based readers or mobile apps that allow you to read eBooks on your computer, tablet, or smartphone. How do I avoid digital eye strain while reading eBooks? To prevent digital eye strain, take regular breaks, adjust the font size and background color, and ensure proper lighting while reading eBooks. What the advantage of interactive eBooks? Interactive eBooks incorporate multimedia elements, quizzes, and activities, enhancing the reader engagement and providing a more immersive learning experience. Essays For Business Grade is one of the best book in our library for free trial. We provide copy of Essays For Business Grade in digital format, so the resources that you find are reliable. There are also many Ebooks of related with Essays For Business Grade. Where to download Essays For Business Grade online for free? Are you looking for Essays For Business Grade PDF? This is definitely going to save you time and cash in something you should think about.

Find Essays For Business Grade :

[existentialist philosophy](#)

excel in chinese cooking

exhibit design the graphics of trade show communication

expediente x 3 signo maldito

experiencing prayer

~~executioner always chops twice~~

~~experience of middle australia~~

excel power presentations

excuse me my little of manners

experiment with fiction

existentialism the modern predicament

~~exobiology as goddess~~

exciting experiences in the japanese russian war

exodus through the centuries

experiencing electricity and electronics electron flow version

Essays For Business Grade :

la condition de la femme dans l islam □□□ □□□□□ - Jun 12 2023

web may 4 2009 la femme jouit ainsi de la capacité et du droit d hériter de donner de léguer de contracter une dette d acquérir de passer un contrat d attaquer en justice et

l islam opprime t il les femmes la religion de l islam - Dec 26 2021

web oct 24 2020 cette conférence de notre frère abou anas qu allah le préserve explique à l aide des textes de la législation islamique comment l islam rend honneur à la femme

islamweb la femme □□□ □□□□□ - Dec 06 2022

web que disent les textes fondateurs de l islam sur la femme quelle est la condition de la femme musulmane à l époque contemporaine est il possible de réformer le statut des

différence entre l homme et la femme □□□ □□□□□ - Mar 29 2022

web mar 8 2023 la notion d égalité entre l homme et la femme est récente la première déclaration des droits de la femme et de la citoyenne due à olympe de gouges date

les droits de la femme en islam une réflexion féministe asma - Nov 24 2021

web les femmes sont légalement désavantagées par la loi islamique dans plusieurs domaines de la vie en particulier les

femmes sont désavantagées en matière d autonomie

la place de la femme en islam ￼￼ ￼￼￼￼ - May 11 2023

web apr 5 2009 la place de la femme en islam la femme constitue la moitié de la société ceci est une vérité que la raison connaît et que la réalité confirme lorsque nous

les religions légitiment elles l inégalité entre hommes et femmes - Jan 27 2022

web entre islam et droits humains la femme musulmane est opprimée par l islam par les lois inhumaines de la charia qui la lapident la dévalorisent la soushumanisent ce

la femme en islam sur apple podcasts - Oct 24 2021

web 1 day ago ancienne rédactrice en chef de konbini et créatrice de t as joui un blog et compte instagram dédié à la sexualité dora moutot a notamment publié mâle baisées

promouvoir l égalité des sexes dans le monde musulman la - Nov 05 2022

web sep 9 2016 khadija une femme forte qui a joué un rôle clé dans la naissance de l islam par margarita rodríguez bbc news mundo 12 février 2021 mise à jour 19 février 2021

islam et droits humains droits des femmes humanrights ch - Aug 02 2022

web apr 29 2013 la libération de la femme à travers l islam partie 1 de 2 les différents droits que l islam a donnés aux femmes la libération des femmes à travers l islam

l islam et le statut de la femme l humanité - Apr 29 2022

web nov 13 2006 quand est il pour les femmes je voudrais savoir ce qu elles auront comme récompense au paradis réponse louange à allah et que la paix et la bénédiction

islam les femmes une égalité à conquérir la croix - Apr 10 2023

web elle publie femmes et pouvoir en islam éd michalon le contrôle des femmes de leur corps et de leur sexualité aux fondements du pouvoir patriarcal s exerce par l institution

malika hamidi l islam et le féminisme ne sont pas étanches l un - Jan 07 2023

web cela favorisera le droit à l égalité des sexes en tant que droit aliénable de 600 millions de femmes qui constituent la moitié des musulmans dans le monde notes 1 la liste des

la récompense des femmes au paradis ￼￼ ￼￼￼￼ - Feb 25 2022

web nov 26 2012 en 2005 un sondage mondial gallup 1 intitulé what women want listening to the voices of muslim woman ce que les femmes veulent écouter la voix

marguerite stern et dora moutot un homme même s il se - Aug 22 2021

la femme en islam première partie [www.wikiislam.com](#) - Jul 01 2022

web nov 12 2004 nous n'avons pas eu tout le débat sur les relations hommes femmes pudeur impudeur etc ce qu'on oublie c'est que à samarkand à tachkent à

khadija la femme qui a été clé dans la naissance de l'islam - Sep 03 2022

web jun 10 2009 la femme en islam première partie aspect spirituel le coran énonce clairement que les hommes et les femmes sont de même nature spirituelle et humaine

la femme en islam mythes et réalité en replay islam france tv - Oct 04 2022

web apr 5 2017 en droit islamique l'homme et la femme ont des droits et des devoirs l'un envers l'autre l'obligation principale du mari est de subvenir aux besoins de la femme

[l'islam et les femmes wikiislam](#) - Sep 22 2021

allah au féminin le féminin et la femme dans la tradition soufie - Jul 13 2023

web mar 2 2021 ibn arabî en particulier montre une grande audace dans son approche du féminin et de la femme elle rejoint les révolutions en cours quant à la place de la

[la femme en islam partie 1 de 2 la religion de l'islam](#) - May 31 2022

web sep 1 2002 c'est la même chose pour tout verdict distinguant l'homme de la femme l'islam prend en considération la spécificité de chaque sexe et sa constitution naturelle

que dit le coran de la femme la croix - Feb 08 2023

web d'après abû hurayrah qu'allah soit satisfait de lui le prophète sallâ allahou alaihi wa sallam a dit on épouse une femme pour l'une des quatre qualités suivantes

la femme et l'islam inshallah - Aug 14 2023

web on entend partout que la femme n'a aucun droit dans l'islam qu'elle a plus de devoirs que l'homme qu'elle vit dans l'humiliation et la soumission la femme musulmane serait

islam quelle est la place des femmes rtbf be - Mar 09 2023

web partager l'arrivée de l'islam en arabie au 7^e siècle va bouleverser la condition des femmes malika hamidi auteure et docteure en sociologie nous éclaire sur l'impact de

lesson plan format for b ed tamilnadu pdf uniport edu - Oct 29 2021

lesson plan for teachers tn study in kalviseithi - May 04 2022

web english lesson plans for b ed and deled 1st 2nd year school teachers class 2nd to 12th download pdf free english lesson

plan grammar teaching b ed books and

lesson plan format learningclassesonline - Dec 11 2022

web lesson plan format for b ed tamilnadu downloaded from videos bookbrush com by guest conrad maldonado lesson planning with purpose lorenz educational

how to write a b ed lesson plan teachmint - Mar 14 2023

web here you will find lots of teaching lesson plan formats and templates pdf and word documents free for teachers of all grade and class and for various teacher training

b ed distance education tamilnadu council - Feb 13 2023

web computer lesson plans for school teachers b ed first and second year deled btc bstc nios cbse ncert m ed and for all teacher training courses if you are

lesson plan format for b ed tamilnadu - Jan 12 2023

web mar 1 2023 enjoy now is lesson plan format for b ed tamilnadu below education in the emerging indian society j c aggarwal 2008 01 01 preface 1 philosophical analysis of

best computer lesson plans 2023 computer science - Nov 10 2022

web oct 19 2017 lesson plan steps for tamil subject kalviseithi 3 25 pm lesson plan recommended news tags lesson plan   nos 1 educational

latest tnteu study material books and notes for b ed - Apr 15 2023

web education b ed b el ed d ed of the teacher training institutes key features full coverage of the current syllabi prescribed for b ed b el ed and d ed in a user

lesson plan format for b ed tamilnadu pdf uniport edu - Jun 05 2022

web vis the costs its not quite what you compulsion currently this lesson plan format for b ed tamilnadu as one of the most in action sellers here will categorically be

lesson plan format for b ed tamilnadu pdf neurocme med ucla - Mar 02 2022

web aug 13 2023 merely said the lesson plan format for b ed tamilnadu is universally compatible subsequently any devices to read pre service and in service teacher

2023 b ed lesson plan pdf in english and hindi - Aug 19 2023

web oct 24 2019 ok here i am providing you the model lesson plan of biological science of b ed of tamil nadu teachers education university tnteu b ed biological science

lesson plan format for b ed tamilnadu 2022 videos bookbrush - Sep 08 2022

web jul 27 2023 lesson plan format for b ed tamilnadu 1 9 downloaded from uniport edu ng on july 27 2023 by guest lesson

plan format for b ed tamilnadu this is likewise

[tnteu lesson plan format 2023 2024 eduvark](#) - May 16 2023

web oct 29 2018 b ed stands for an undergraduate academic course known as baccalaureate of education b ed it is a course offered for those who are interested in pursuing

lesson plan format for b ed tamilnadu - Apr 03 2022

web mar 5 2023 lesson plan format for b ed tamilnadu 2 13 downloaded from uniport edu ng on march 5 2023 by guest efficient by understanding thoroughly and implementing

lesson plan steps for tamil subject kalviseithi - Aug 07 2022

web 5th std term 3 january 1st week lesson plan all subject tamil medium english medium download here term 2 5th std term 2 full lesson plan all subject ganga

study material tamil nadu teachers education university - Jul 18 2023

web b ed previous year papers lesson plan for b ed pdf free download b ed files and assignments further reference check all available b ed books and notes in tamil

lesson plan format for b ed tamilnadu uniport edu - Nov 29 2021

lesson plan format for b ed tamilnadu pdf uniport edu - Dec 31 2021

best b ed lesson plans 2023 - Sep 20 2023

web study material for b ed second year in english course 10 creative inclusive education course 9 assessment for learning course 8 knowledge and curriculum optional

free english lesson plan download pdf pupils tutor - Feb 01 2022

web aug 14 2023 install the lesson plan format for b ed tamilnadu it is unquestionably simple then since currently we extend the member to purchase and create bargains to

lesson plan format for b ed tamilnadu uniport edu - Jul 06 2022

web aug 18 2023 calicut university b ed new proposed lesson plan format scheme of examination and syllabus for b ed course part lesson plans 6th to 10th

best b ed lesson plans pdf for all subjects 2023 - Jun 17 2023

web oct 7 2022 process becomes organized b ed lesson plans would guide teachers to be organized it enables them to finish their tasks in a systematic manner this way the

lesson plan format for b ed tamilnadu pdf uniport edu - Oct 09 2022

web jun 30 2023 lesson plan format for b ed tamilnadu 2 8 downloaded from uniport edu ng on june 30 2023 by guest
writing to learn william zinsser 2013 04 30 this is an

pratiquer le traitement de texte initiation a l u pdf uniport edu - Jul 14 2023

web pratiquer le traitement de texte initiation a l u 1 8 downloaded from uniport edu ng on august 11 2023 by guest
pratiquer le traitement de texte initiation a l u as recognized adventure as well as experience roughly lesson amusement as
competently as accord can be gotten by just checking out a book pratiquer le traitement de texte
où et comment apprendre le turc à istanbul 3 solutions - Aug 03 2022

web apr 10 2015 2 avec un prof particulier bon ok l école c est pas pour vous vous y avez de mauvais souvenirs vous étiez
un déserteur et vous pensez ne pas être assidus vous trouverez alors une autre option les profs particuliers beaucoup
préfèrent cette option car c est le prof qui se déplace que vous habitez à pendik ou beylikduzu

pratiquer le traent de texte initiation a l u pdf - Aug 15 2023

web pratiquer le traent de texte initiation a l u pratiquer le traent de texte initiation a l u 2 downloaded from cornelisfr
vanlanschot be on 2022 08 25 by guest genres and of a scholarly and sophisticated critical consciousness this volume deals
chronologically with the main genres and provides extended studies of major poets prose writers and

traitement de texte débutant ageca - Feb 09 2023

web apprendre les bases du traitement de texte sur le logiciel word descriptif pas à pas vous allez apprendre à les bases du
traitement de texte à l aide d exercices concrets

pratiquer le traitement de texte initiation à de patrick trabal - Mar 10 2023

web découvrez sur decitre fr pratiquer le traitement de texte initiation à l usage des acteurs du sport et de l éducation
physique par patrick trabal collection staps librairie decitre

l analyse du discours comme méthode de traduction initiation à la - Apr 30 2022

web l analyse du discours comme me thode de traduction initiation a la traduction franc aise de textes pragmatiques anglais
the orie et pratique delisle jean free download borrow and streaming internet archive

comment apprendre gratuitement le turc en ligne facile - Jul 02 2022

web des milliers d expatriés et de vacanciers qui viennent régulièrement en turquie aimeraient apprendre la langue nationale
la maîtrise du turc comble un fossé et permet une proximité avec les locaux ainsi que la facilitation des échanges au
quotidien avec les personnes qui ne parlent que leur langue maternelle certaines personnes ont appris la langue sans
texte en turc lecture et compréhension lingua com - Jan 08 2023

web nous vous proposons divers textes dialogues descriptions en turc à destination des débutants accompagnés de questions
de compréhension sous forme de qcm ils vous permettent d apprendre à lire le turc et de valider vos acquis dans cette langue

pratiquer le traitement de texte initiation a l u pdf avenza - Jan 28 2022

web dec 19 2022 kindly say the pratiquer le traitement de texte initiation a l u is universally compatible with any devices to read les livres disponibles 2003 la liste exhaustive des ouvrages disponibles

pratiquer le traitement de texte initiation a l u copy ny creates - Nov 06 2022

web sep 10 2022 pratiquer le traitement de texte initiation a l u is available in our book collection an online access to it is set as public so you can get it instantly merely said the pratiquer le traitement de texte initiation a l u is universally compatible with any devices to read les nouveaux enjeux de la concession et des contrats apparentés

pratiquer le traitement de texte initiation à l usage des acteurs du - Dec 27 2021

web pratiquer le traitement de texte initiation à l usage des acteurs du sport et de l éducation physique by patrick trabal évoluant dans le sport et souhaitent maîtriser les outils informatiques l apprentissage proposé ici

pratiquer le traitement de texte initiation à l usage des acteurs du - May 12 2023

web livre pratiquer le traitement de texte initiation l february 3rd 2020 pratiquer le traitement de texte tvl parisbytrain com 3 21 pratiquer le traitement de texte initiation à l usage des acteurs du sport et de l éducation physique by patrick trabal initiation à l usage des acteurs du sport et de l

pratiquer le traitement de texte initiation a l u pdf avenza - Oct 05 2022

web nov 29 2022 pratiquer le traitement de texte initiation a l u 1 1 downloaded from avenza dev avenza com on november 29 2022 by guest revelation pratiquer le traitement de texte initiation a l u that you are looking for it will enormously squander the time however below like you visit this web page it will be appropriately totally simple to

amazon fr pratiquer le traitement de texte initiation à l usage des - Sep 04 2022

web noté 5 retrouvez pratiquer le traitement de texte initiation à l usage des acteurs du sport et de l éducation physique et des millions de livres en stock sur amazon fr achetez neuf ou d occasion

pratiquer le traitement de texte initiation a l u copy - Feb 26 2022

web pratiquer le traitement de texte initiation a l u is available in our book collection an online access to it is set as public so you can get it instantly our books collection hosts in multiple locations allowing you to get the most less latency time to download any of our books like this one

pratiquer le traitement de texte initiation à l usage des acteurs du - Jun 13 2023

web pratiquer le traitement de texte initiation à l usage des acteurs du sport et de l éducation physique by patrick trabal initiation informatique et bureautique amisep april 27th 2020 contenu de la formation Évaluation des connaissances en informatique de chaque participant et mise en place d objectifs et d un

pratiquer le traitement de texte initiation a l u avenza - Mar 30 2022

web nov 16 2022 right here we have countless book pratiquer le traitement de texte initiation a l u and collections to check out we additionally give variant types and then type of the books to browse the welcome book fiction history

pratiquer le traitement de texte initiation a l u copy - Dec 07 2022

web pratiquer le traitement de texte initiation a l u that can be your partner pratiquer le traitement de texte initiation a l u downloaded from portal dlc ui edu ng by guest hurley kaleigh la pratique de l action communautaire publications de l université de saint etienne un outil simple d utilisation et accessible à tous ce livre s

apprendre le turc İstanbul accueil - Jun 01 2022

web l institut français de turquie à istanbul centre culturel et de formation linguistique de l ambassade de france propose des cours de turc particuliers ou en groupes à tous niveaux sur votre lieu de travail à domicile ou au sein du consulat général de france à istanbul à taksim contact kurslar taksim ifturquie org kurslar

initier ses élèves au traitement de texte thot cursus - Apr 11 2023

web apr 22 2013 a ce propos lalibrairieinteractive com propose une affiche d initiation au traitement de texte synthétique et illustrée cette affiche intitulée écrire avec le traitement de texte et destinée principalement à vos élèves résume quelques une des étapes clés du processus de traitement d un texte