Translate the following text into french



Source : The Economist (UK Edition, 6–12 February 2010, p. 68)

After having translated the text, comment on the strategies you used to deal with various collocations, such as pump up value , tried and tested , managing appearances , top brass and swallow a narrative , including register-specifi c collocations, such as share buybacks . Comment also on your strategy for translating the idiom in the subtitle ( pull the wool over analysts’ eyes ).