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Sommario/riassunto	In the first decade of the 21st century we can now look back and reflect on how perceptions of and research into industrial markets (or should we call them B2B markets?) have changed and developed. In this e-book of the European Journal of Marketing, we attempt, through our selection of papers, to critically review the latest developments in business-to-business and international research and their contribution to knowledge. We believe that this special issue reflects the latest

thinking in the field and the trends that are emerging.

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