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Sommario/riassunto	The internet, web and related information technologies have proven to betransformational. While these technologies have impacted all parts of the corporation,the marketing function has perhaps been most affected. E-marketing is now a significantpart of every global corporation's marketing arsenal. As international acceptance of theinternet and web increases, the scope of international e-marketing now transitions frompossibility to reality.International marketing scholars have followed the transformational impact of theinternet/web closely. Several studies in the international e-marketing conte