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