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Sommario/riassunto	The interest in computer-mediated communication (CMC) has vastly risen over the recent years. Nevertheless, crosscultural differences in CMC have received little attention so far, especially with regard to complaining behaviour. This book therefore contributes to this still unexplored research area by comparing British English and German complaints in CMC, precisely on eBay. The empirical study statistically analyses online complaints taken from the feedback forum of this online auction house and shows both similarities and differences in the way speakers of the two cultures formulate their on