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Sommario/riassunto

This book constitutes the refereed proceedings of the 9th International Conference on Electronic Commerce and Web Technologies, EC-Web 2008, held in Turin, Italy, in September, 2008 in conjunction with Dexa 2008. The 12 revised full papers presented together with 2 invited papers were carefully reviewed and selected from numerous submissions. The papers are organized in five topical sessions on security in e-commerce, social aspects of e-commerce, business process and EC infrastructures, recommender systems and e-negotiations, and Web marketing and user profiling.

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Sommario/riassunto

Addressing the methodological challenge of a European perspective on a transnational subject - one that is commonly distorted by a national prism - this volume shows how perceptions of the environment are increasingly converging and how these convergences of views across political or linguistic borders run exert an influence not only on political debates but also on political decisions across Europe.
