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Sommario/riassunto	International branding, as an area of research in international marketing, needs a domain and an impetus of its own. This e-book seeks to lift international branding out of out the shadow of international marketing and out of a pattern of largely replication studies centered on the standardization/localization debate. The articles that comprise the e-book seek a more comprehensive understanding of the dimensions of international branding and of its related paradigms. The international focus and affiliations of the academics contributing to this compendium add to the interesting

