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Sommario/riassunto	The aim of this e-book is to portray the diversity of views existing on the complexity of marketing approaches in the enlarged European Union. Moreover, this e-book will reach readers just at a time when Europe is about to absorb the second wave of eastward enlargement and that will pose new challenges. This e-book is the culmination of the efforts and contributions of many authors and reviewers who are passionate about the opportunities, threats and challenges created by the EU enlargement process.