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Sommario/riassunto	The quest for the greatest untapped business-to-business market on earth remains difficult and fraught with challenges. While some have succeeded, many have also failed. Why? This e-book seeks to answer this question. Written for academics, researchers and practitioners, we believe that the papers in this issue make valuable contributions toward, and provide substantive insights into successful business marketing practices in China. The articles that have contributed to this issue have covered topics like the role of morality in business, resourcing the Chinese telecommunication market, and using B2B marketing as a way of increasing service revenue.