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Sommario/riassunto	Guest Editor Len Tiu Wright's definition of consumer empowerment in marketing is: "A mental state usually accompanied by a physical act which enables a consumer or a group of consumers to put into effect their own choices through demonstrating their needs, wants and demands in their decision-making with other individuals or organizational bodies in the marketplace." Through this e-book, which

has received contributions from Australia, Canada, Italy, Portugal, UK and the USA, it is broadly argued that empowerment means consumers will become less passive in accepting whatever is offered by emplo
