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Nota di contenuto	CONTENTS; EDITORIAL REVIEW BOARD; Abstracts and keywords; French abstracts; German abstracts; Spanish abstracts; Guest editorial; Action research in marketing; Action research reviewed: a market-oriented approach; Improving customer relationship management through database/ Internet marketing; Action research in turbulent environments; Towards rigour in action research: a case study in marketing planning; Generalising results of an action research project in one work place to other situations; Adapting action research to marketing There can be no learning without action and no action without learning Uncovering "theories-in-use": building luxury wine brands; About the authors
Sommario/riassunto	Develops a definition of action research that is particularly suitable for marketing and based on the articles in this issue of European Journal of Marketing, emphasising the breadth of action research in marketing and its distinctive interest in analytic generalisation, that is, in building a theory that extends beyond the particular situation that is being action researched to other situations.. The three sections of this commentary include: definition of traditional action research, action learning and case research. Second, drawing of four implications from

the articles within this special
