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Sommario/riassunto	The chapters in this e-book lie firmly within Web 2.0 and deal with human aspects of interactions between consumers and between consumers and brands in digital space. The first chapter, Consumer Behavior in the Online Context, by Cummings, Peltier, Schibrowsky and Nill, provides an excellent introduction to this ebook by reviewing literature related to the consumer behavior and social network theory as they apply to the Internet, literature covering the period from 1993-2012, spanning over 900 articles across more than 85 marketing journals. The second chapter, by Kabadayi and Price, investiga