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Sommario/riassunto	This title aims to describe current expectations and strategies held within companies, within academia and amongst the general public for using a company's history for communication and marketing purposes. Ranging widely across case studies from major international businesses such as IBM, Maersk and Roche, it includes contributions from marketing specialists, corporate archivists and scholars. It may be particularly useful for business and economic historians who are charged with communication projects linked to disputed historical issues or jubilee activities of businesses.