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| Sommario/riassunto | EJM has provided one of the principal platforms on the global stage relating to corporate marketing scholarship and associated areas. By revisiting past special editions of the EJM devoted to corporate-level concerns, a key aim of this e-book was to provide a platform whereby integrative approaches in corporate marketing research and scholarship can be highlighted. The majority of articles in this e-book focus on important concepts of corporate marketing and encompass corporate identity and the management of corporate brands, along with related concepts like visual identity, corporate communic |

