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Sommario/riassunto	The papers in this ebook provide cutting-edge empirical studies in the domain of qualitative market research, applied to branding research. One aspect of the potential richness of qualitative research is the diversity of approaches to it. These articles present four diverse ways to conduct qualitative research in branding. The different research methodologies are themselves instructive for future branding research and also also reflect the benefit of using qualitative research to investigate difficult and complex aspects of branding research, which increasingly is inherent in the nature of bra