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Nota di contenuto	Chapter 1. Display Advertising and Brand Awareness in Search Engines. Predicting the Engagement of Branded Search Traffic Visitors -- Chapter 2. Optimization of Paid Search Traffic Effectiveness and Users Engagement within Websites -- Chapter 3. Search Engines Visits and Users Behavior in Websites. Optimization of Traffic Engagement with the Content -- Chapter 4. Search Engine Optimization Techniques: The story of an old-fashioned website -- Chapter 5. Accelerated Mobile Pages: A Comparative Study -- Chapter 6. Fuzzy Cognitive Maps and Spiritual Modeling of Management Systems: Issues and Challenges -- Chapter 7. On Multiplicity of Equilibria in Search Markets with Social Networks -- Chapter 8. Prominence and Search Regret in Duopoly -- Chapter 9. Search Regret and Social Networks -- Chapter 10. Applying elements of smart educational environments in business decision support centers -- Chapter 11. Applying elements of smart educational

environments in business decision support centers -- Chapter 12.  
Financial business ecosystems – the case of real estate management -- Chapter 13. Business Ecosystems for Organizational Excellence.

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#### Sommario/riassunto

This book highlights interdisciplinary insights, latest research results, and technological trends in Business Intelligence and Modelling in fields such as: Business Intelligence, Business Transformation, Knowledge Dissemination & Implementation, Modeling for Logistics, Business Informatics, Business Model Innovation, Simulation Modelling, E-Business, Enterprise & Conceptual Modelling, etc. The book is divided into eight sections, grouping emerging marketing technologies together in a close examination of practices, problems and trends. The chapters have been written by researchers and practitioners that demonstrate a special orientation in Strategic Marketing and Business Intelligence. This volume shares their recent contributions to the field and showcases their exchange of insights.

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