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Sommario/riassunto

The phenomenal growth of the Internet has resulted in huge amounts of online information, a situation that is overwhelming to the end users. To overcome this problem, personalization technologies have been extensively employed. The book is the first of its kind, representing research efforts in the diversity of personalization and recommendation techniques. These include user modeling, content, collaborative, hybrid and knowledge-based recommender systems. It presents theoretic research in the context of various applications from mobile information access, marketing and sales and web service