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Autore	Smith Mike <1966->
Titolo	Targeted : how technology is revolutionizing advertising and the way companies reach consumers // Mike Smith
Pubbl/distr/stampa	New York : , : AMACOM, , 2015 ©2015
ISBN	0-8144-4901-8
Edizione	[1st edition]
Descrizione fisica	1 online resource (233 p.)
Disciplina	659.1 659.111
Soggetti	Internet advertising Internet marketing Target marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	""Cover""; ""Title""; ""Copyright""; ""Contents""; ""Acknowledgments""; ""Introduction""; ""Chapter 1: The Congested Online Ecosystem""; ""Chapter 2: Search Engine Marketing""; ""Chapter 3: Auctions and the Development of Paid-Search Advertising""; ""Chapter 4: The Google Eclipse""; ""Chapter 5: Display Advertising and the Advent of Ad Networks""; ""Chapter 6: Real-Time Bidding and the Transformation of Online Advertising""; ""Chapter 7: How Real-Time Bidding Works""; ""Chapter 8: Right Media Builds Its Ad Server""; ""Chapter 9: Real-Time Bidding in Action"" ""Chapter 10: The Impact of Data on Digital Advertising""""Chapter 11: Data Collection and Its Effect on Privacy""; ""Chapter 12: New Technologies""; ""Notes""; ""Index""; ""A""; ""B""; ""C""; ""D""; ""E""; ""F""; ""G""; ""H""; ""I""; ""K""; ""L""; ""M""; ""N""; ""O""; ""P""; ""Q""; ""R""; ""S""; ""T""; ""U""; ""V""; ""W""; ""Y""; ""Z""; ""About the Author""; ""Free Sample Chapter from Ita€?s Not the Size of the Dataa€?Ita€?s How You Use It by Koen Pauwels""
Sommario/riassunto	Far from the catchy television spots and sleek magazine spreads are the comparatively modest ads that pop up on websites and in Internet searches. But don't be fooled-online advertising is

exploding. Growing at a compound annual rate near 20%, it is now the second-largest advertising channel in the United States. Part history, part guidebook, part prediction for the future, Targeted tells the story of the companies, individuals, and innovations driving this revolution. It takes readers behind the scenes-examin

2. Record Nr.	UNINA9910847068103321
Autore	Augustine Matthew R.
Titolo	From Japanese Empire to American Hegemony : Koreans and Okinawans in the Resettlement of Northeast Asia / / Matthew R. Augustine
Pubbl/distr/stampa	University of Hawai'i Press, 2023 Honolulu : , : University of Hawaii Press, , [2022] ©2023
ISBN	9780824892173 0824892178
Edizione	[1st ed.]
Descrizione fisica	1 online resource (280 p.) : 10 b&w illustrations
Collana	Studies of the Weatherhead East Asian Institute, Columbia University
Disciplina	940.53/52
Soggetti	Border crossing - Japan - History - 20th century Koreans - Japan - History - 20th century Ryukyuans - History - 20th century HISTORY / Asia / Japan Japan History Allied occupation, 1945-1952 Korea History Allied occupation, 1945-1948 Japan Emigration and immigration History 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Note on Transliteration -- Introduction -- Chapter One Liberation and Segregation in Occupied Japan -- Chapter Two Repatriation as a "Privilege" for Non-Japanese -- Chapter Three Resettlement without Reintegration -- Chapter Four Smuggling as Resistance to US Military Rule -- Chapter Five "Blockade Runners" and the Making of "Aliens" -- Conclusion -- Notes -- Selected Bibliography -- Index

Sommario/riassunto

When American occupiers broke up the Japanese empire in the wake of World War II, approximately 1.7 million people departed Japan for various parts of Northeast Asia. The mass exodus was spearheaded by Koreans, many of whom chartered small fishing vessels to ship them back quickly to their liberated homeland, while wartime devastation hampered the return of Okinawans to their archipelago. By the time the officially endorsed repatriation program was inaugurated, however, increasing numbers of people began escaping US military rule in southern Korea and the Ryukyu Islands by smuggling themselves into occupied Japan. How and why did these migrants move across borderlines newly drawn by American occupiers in the region? Their personal stories reveal what liberation and defeat meant to displaced peoples, and how the compounding challenges of their resettlement led to the expansion of smuggling networks. The consequent surge of unauthorized border-crossings spurred occupation authorities into forging exclusionary migration regulations. Through a comparative study of Korean and Okinawan experiences during the postwar occupation era, Matthew Augustine explores how their migrations shaped, and were in turn shaped by, American policies throughout the region. This is the first comprehensive study of the dynamic and often contentious relationship between migrations and border controls in US-occupied Japan, Korea, and the Ryukyus, examining the American interlude in Northeast Asia as a closely integrated, regional history. The extent of cooperation and coordination among American occupiers, as well as their competing jurisdictions and interests, determined the mixed outcome of using repatriation and deportation as expedient tools for dismantling the Japanese empire. The heightening Cold War and deepening collaboration between the occupiers and local authorities coproduced stringent migration laws, generating new problems of how to distinguish South Koreans from North Koreans and "Ryukyuans" from Japanese. In occupied Japan, fears of communist infiltration and subversion merged with deep-seated discrimination, transforming erstwhile colonial subjects into "aliens" and "illegal aliens." This transregional history explains the process by which Northeast Asia and its respective populations were remade between the fall of the Japanese empire and the rise of American hegemony.
