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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

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