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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
