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Selling the American People

Advertising, Optimization, and the Origins of Adtech

By: Lee McGuigan

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Selling the American People: Advertising, Optimization, and the Origins of Adtech

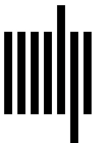
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SELLING THE AMERICAN PEOPLE

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SELLING THE AMERICAN PEOPLE

ADVERTISING, OPTIMIZATION,
AND THE ORIGINS OF ADTECH

LEE MCGUIGAN

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