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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

LEE MCGUIGAN

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CONTENTS

ACKNOWLEDGMENTS vii

I DREAMS AND DESIGNS TO OPTIMIZE ADVERTISING

INTRODUCTION: A WORLD MARKETERS CAN
COUNT ON 3

- 1 ADTECH FLOWS: CLAIMS, LOGISTICS, AND OPTIMIZATION
IN DIGITAL ADVERTISING 27
- 2 ADVERTISING'S CALCULATIVE EVOLUTION 49
- 3 OPTIMIZATION TAKES COMMAND I: MANAGEMENT TECHNIQUE,
FROM THE MILITARY TO MADISON AVENUE 71
- 4 OPTIMIZATION TAKES COMMAND II: THE RULE
OF CALCULATION 101

II AN ARCHAEOLOGY OF AFFORDANCES

INTERLUDE 131

- 5 HOW ADTECH GOT ITS SPOTS: COMPUTERS, AUTOMATION,
AND THE ROOTS OF PROGRAMMATIC ADVERTISING 133
- 6 ADDRESSING THE AMERICAN PERSON: DESIGNS FOR PRODUCING
AN AUDIENCE OF ONE 165
- 7 BUY-BUTTON FANTASIES: THE PERSISTENCE
OF SHOPPABILITY 193

8	VIVE LE ROI! ACCOUNTABILITY AND THE PULLING POWER OF ATTRIBUTION	211
	CONCLUSION	241
	NOTES	253
	INDEX	317

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