

# **Computational Advertising: Techniques For Targeting Relevant Ads (Foundations And Trends In Information Retrieval) By Kushal Dave; Vasudeva Varma**

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**adrian silvescu | linkedin** - View Adrian Silvescu's professional profile on LinkedIn. Computational Advertising (Display, Search & Contextual), Behavioural Targeting

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**kun liu at university of maryland baltimore county** - I am currently working at Yahoo! Labs as a Scientist, focusing on problems related to computational advertising (e.g., behavioral targeting).

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