



The Ad War: A look into the multi-billion dollar advertising industry and how they waged war against their own consumers

Matt Hrushka

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Written by award winning technologist and entrepreneur, Matt Hrushka, The Ad War reveals the inner workings of Online Advertising and exposes a growing conflict between advertising networks and their own consumers. Learn how the demand for relevance has led the industry into a perilous struggle with privacy and control that could ultimately change the way we use the internet.

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