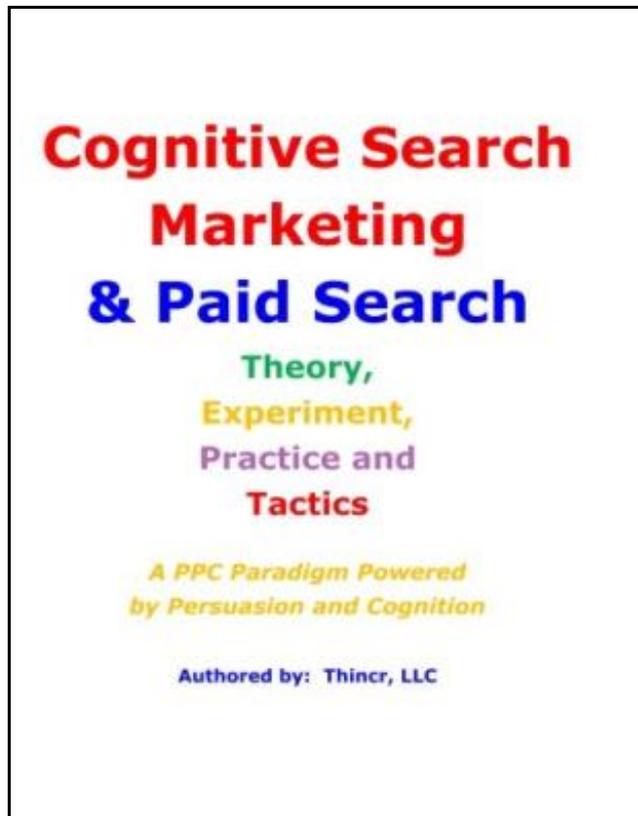


# Cognitive Search Marketing Paid Search: Theory, Experiment, Practice and Tactics: A Ppc Paradigm Powered by Persuasion and Cognition



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## **COGNITIVE SEARCH MARKETING PAID SEARCH: THEORY, EXPERIMENT, PRACTICE AND TACTICS: A PPC PARADIGM POWERED BY PERSUASION AND COGNITION**



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