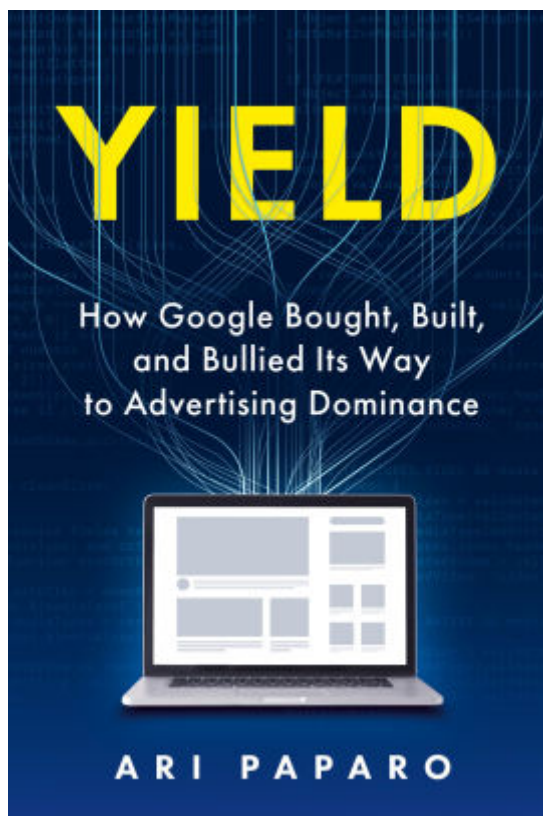


# Yield: How Google Bought, Built, and Bullied Its Way to Advertising Dominance

by Ari Paparo



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