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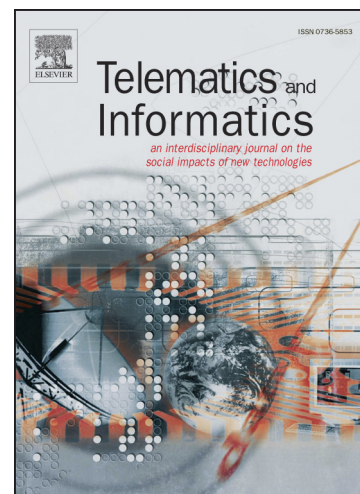
Web Personalization: The State of the Art and Future Avenues for Research and Practice

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# WEB PERSONALIZATION: THE STATE OF THE ART AND FUTURE AVENUES FOR RESEARCH AND PRACTICE

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## Web Personalization: The State of the Art and Future Avenues for Research and Practice

### Abstract

Although web personalization has been examined by earlier literature reviews, an updated analysis of recent advances in the field is needed. The authors extend prior reviews of web

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