

Competition in Display Ad Technology: A Retrospective Look at Google / Doubleclick and Google / Admob

April 17, 2019

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Antitrust

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Competition Policy International published the article, "Competition in Display Ad Technology: A Retrospective Look at Google / Doubleclick and Google / Admob," authored by Daniel Bitton, Maurits Dolmans, Henry Mostyn, and David Pearl.

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