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O'Reilly Media, Inc, USA, United States, 2013. Paperback. Condition: New. Language: English. Brand new Book. This book shows you how to run experiments on your website using A/B testing - and then takes you a huge step further by introducing you to bandit algorithms for website optimization. Author John Myles White shows you how this family of algorithms can help you boost website traffic, convert visitors to customers, and increase many other measures of success. This is the first developer-focused...

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- Authored by John Myles White
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