

Influence Maximization

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In an online, connected world where any information about you can be written and exposed, Influence Maximization is a topic regularly practiced and rarely discussed. It can be found applied in some of the most common systems utilized in a connected world since the birth of the World Wide Web. Also, its applications are very attractive to eCommerce companies that are interested in discovering information about their customers to recommend the best products, or social media giants that want to connect their users for a more fluid experience. This networking technology can be used for an abundant of applications that involve research or analysis of desired data.

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