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Book Review; Published: 14 July 2015 Mike Smith: Targeted: How Technology is Revolutionizing Advertising and the Way Companies Reach Consumers. AMACOM, American Management Association, New York, NY, 2014, 240 pp, Hardcover/eBook: \$24.95, ISBN: 978-0-8144-3499-4 (hardcover), ISBN: 0-8144-3499-1 (hardcover), ISBN: 978-0-8144-4901-1 (ebook)

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Targeted's author Mike Smith is Vice President of Revenue Platforms and Operations at Hearst Magazines Digital Media and General Manager of Core Audience at Hearst Corporation. The former President of Forbes.com and former Chief Digital Officer of Forbes Media, Smith is an authority on how using real-time bidding systems with finesse can dramatically promote online advertising and branding.

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