

**Mehta, Aranyak; Saberi, Amin; Vazirani, Umesh V.; Vazirani, Vijay V.**  
**AdWords and generalized online matching.** (English) [Zbl 1312.68239](#)  
J. ACM 54, No. 5, Article No. 22, 19 p. (2007).

**MSC:**

**68W40** Analysis of algorithms  
**68M11** Internet topics  
**90B60** Marketing, advertising  
**90C05** Linear programming  
**91B26** Auctions, bargaining, bidding and selling, and other market models  
**91B68** Matching models

Cited in **4** Reviews  
Cited in **59** Documents

**Full Text:** [DOI](#)