

CONTENTS

Series Foreword vii

Introduction ix

- 1 What Recommenders Are/Why Recommenders Matter 1
- 2 On the Origins of Recommendation 35
- 3 A Brief History of Recommendation Engines 63
- 4 How Recommenders Work 109
- 5 Experiencing Recommendations 149
- 6 Recommendation Innovators 177
- 7 The Recommender Future 211

Acknowledgments 241

Glossary 245

Notes 251

Further Reading 261

Index 263