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Fieldrelevance

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little to offer to cognitive science (see for instance Edelman & Christiansen 2003). We believe that this view of linguistics (and cognitive science as a whole) is misguided, and that the complementarity of different approaches to such a multidimensional phenomenon as language should be highlighted for convergence and further development of its scientific study (see also Jackendoff 1988, 2007; Phillips & Lasnik 2003; den Dikken, Bernstein, Tortora & Zanuttini 2007; Sprouse, Schütze & Almeida 2013; Phillips 2013).

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making the adjustments that work. Conversion optimization is part science and part art; this guide provides step-by-step guidance to help you optimize your website for maximum conversion rates Explains how to analyze data, prioritize experiment opportunities, and choose the right testing methods Helps you learn what to adjust, how to do it, and how to analyze the results Features hands-on exercises, case studies, and a full-color insert reinforcing key tactics Author has used these techniques to assist Fortune 500 clients You Should Test That explains both the "why" and the "how" of conversion optimization, helping you maximize the value of your website.

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well as gain visibility with mobile marketing and integrate with traditional marketing efforts Features case studies, examples, tutorials, tips, and previously undocumented techniques No matter your level of experience working with keywords, Keyword Intelligence is the ultimate guide for learning how to best conduct keyword research and craft winning marketing campaigns.

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