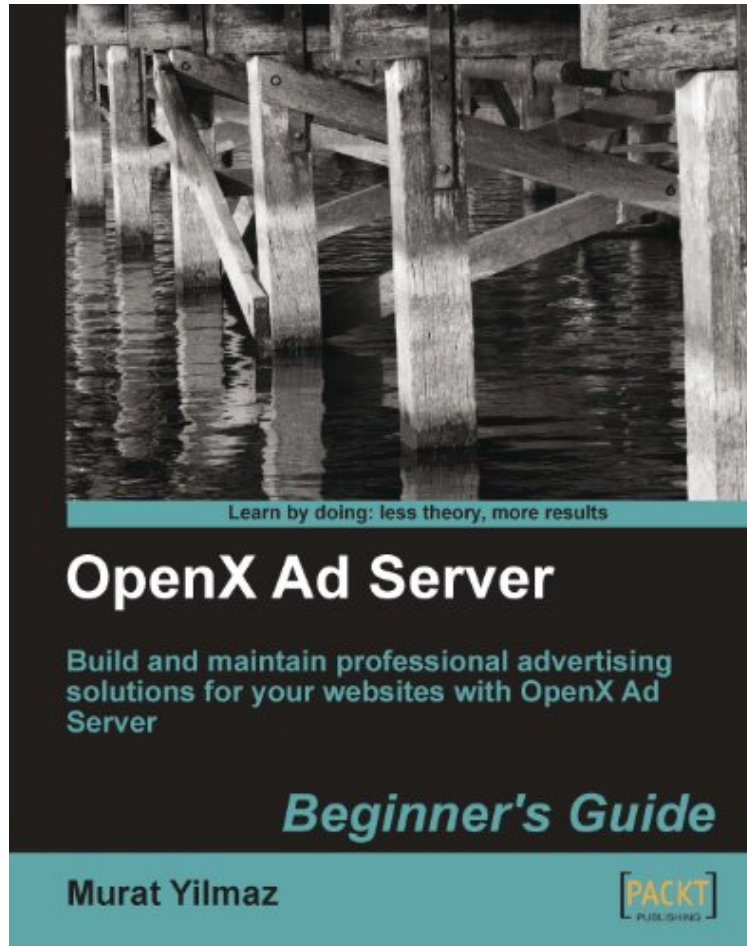


(Download ebook) OpenX Ad Server: Beginner's Guide

## OpenX Ad Server: Beginner's Guide

*Murat Yilmaz*

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**Murat Yilmaz : OpenX Ad Server: Beginner's Guide** before purchasing it in order to gage whether or not it would be worth my time, and all praised OpenX Ad Server: Beginner's Guide:

0 of 0 people found the following review helpful. No longer relevantBy Richard S.The book is good - of course not really too relevant these days since the OpenX ad server that it covers split into two different organizations. OpenX is now the name of an organization that provides commercial ad services. Revive ad server is now the open source ad server that used to call itself OpenX. <http://www.revive-adserver.com/>0 of 0 people found the following review helpful. Not really a beginner's guideBy WsmallI'll give it three stars as I'm sure it is useful. Over my head.1 of 1 people found the following review helpful. Must Have for Using OpenxBy David PatrickThis is a truly must have if you want to get the most out of using OpenX, which is an extremely powerful ad platform. Highly recommended!

Written with a step-by-step but friendly and engaging approach, this Packt Beginner's Guide is designed to be placed alongside the computer as your guide and mentor. Step-by-step tutorials are boosted by explanations of the reasoning

behind what you are doing. You will quickly pick up the necessary skills, tips, and tricks for building a successful OpenX ad server with practical examples that help you to learn by experiment and play. If you are an enthusiast with clear IT basics, who wants to use OpenX ad server for advertising, then this book is for you.

**About the Author** Murat Yilmaz is a software developer and online entrepreneur who lives in Moscow. He has over 10 years of experience in different IT fields including development of web-driven solutions, database, and OLAP systems and has worked in several international companies in Istanbul (Turkey), Anchorage (Alaska), and Moscow (Russia) as a consultant. He currently runs his own blog and online advertising network. He holds a bachelor's degree in Computer Science from Marmara University at Istanbul. He spends his free time playing progressive rock songs on a guitar and enjoys writing for his gadgets and technology blog at <http://www.vubx.com>.