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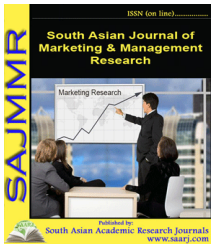

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A STUDY ON SEARCH ENGINE MARKETING

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ABSTRACT

The foundation for developing assessment procedures, interpreting test performance and adaptive functioning, and formulating treatment and management strategies is provided by conceptual models for psychological variables such as EF. Large-scale confirmatory factor analytical research are needed to uncover common executive components and investigate their inter-relationships in order to validate or alter current EF models. Executive functioning includes both cognitive and behavioral components; yet, cognition and behavior may often be at odds. The functions of distinct prefrontal systems may play a role in the dissociation between cognitive performance and behavior/personality traits. Behavioral manifestations of EDF, for example, seem to be more strongly connected with orbital and ventral medial parts of the prefrontal cortex, whereas cognitive elements of EF appear to be firmly related with dorsolateral sections of the prefrontal cortex. To establish the differences and overlaps between the neurobiological correlates of psychological - behavioral components of EF, further research is needed. Measures that are both ecologically sound and developmentally appropriate are required. EF measurements for children have lacked sufficient validation and trustworthy normative data in the past. Children's exams must be more selective, ensuring that they are relevant, have received sufficient standardization, and have been validated in suitable childhood settings. Given that most cognitive activities involve some level of executive functioning, identifying performance characteristics linked to EF rather than labeling particular measurements as executive or non-executive may be more useful.

KEYWORDS: *Advertising, Internet, Search Optimization, World Wide Web.*

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