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(54) Title: RECOMMENDATION SYSTEM WITH MULTIPLE INTEGRATED RECOMMENDERS

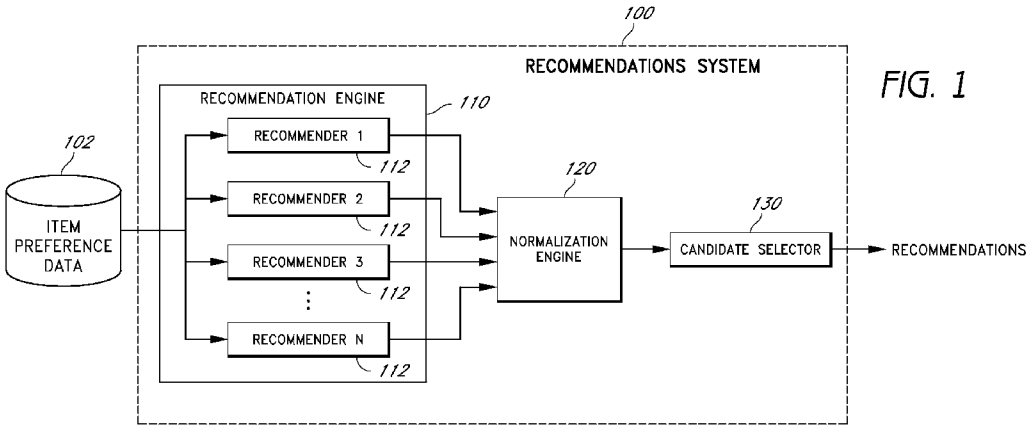


FIG. 1

(57) Abstract: A recommendations system (100) is provided in various embodiments for selecting items to recommend to a user. The system includes a recommendation engine (1 10) with a plurality of recommenders (112). Each recommender (112) identifies or corresponds to a different type of reason for recommending items. In one embodiment, each recommender (112) retrieves item preference data (102) and generates candidate recommendations responsive to a subset of that data. The recommenders (112) also score the candidate recommendations. In certain embodiments, a normalization engine (120) normalizes the scores of the candidate recommendations provided by each recommender (112). A candidate selector (130) selects at least a portion of the candidate recommendations based on the normalized scores to provide as recommendations to the user. The recommendations may be provided to the user with the associated reasons for recommending the items.

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