



Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media

By Mel Carson, Paul Springer

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Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media By Mel Carson, Paul Springer

Pioneers of Digital showcases the stories behind key people who have fundamentally influenced the way advertising, marketing, search and social media have evolved during the internet era.

Springer and Carson have tracked down and documented behind-the-scenes insight, decisions and opinions that inspired digital phenomena such as Virtual Reality, Dove's "Real Beauty" campaign, Obama's 2008 presidential campaign, celebrity take-up of Twitter and Artists Without a Label, a free digital music distribution service for independent artists.

The 20 digital entrepreneurs profiled span the globe; some performed their ground-breaking work in environments like Google, Facebook, Microsoft, Victors & Spoils, OgilvyOne, R/GA, AKQA, Sapient Nitro and Apple, while others performed digital miracles all on their own. Together these stories expose the secrets of success from pioneers that everyone can learn from. Packed full of unique insight, Pioneers of Digital provides advice and inspiration for readers interested in twenty-first century commercial online thinking. More at www.PioneersOfDigital.com

The pioneers:

Thomas Gensemer MyBO and Obama's 2008 Presidential Campaign

June Cohen Hotwired and TED.com

Denzyl Feigelson iTunes Advisor and Artists Without A Label

Vanessa Fox Google and Nine By Blue

Gurbaksh Chahal ClickAgents and BlueLithium

Jaron Lanier Virtual reality and Microsoft Research

Angel Chen OgilvyOne China

John Winsor Victors & Spoils

Danny Sullivan Search Engine Land

Alex Bogusky, Bob Cianfrone Burger King's Subservient Chicken

Avinash Kaushik Digital marketing evangelist, Google

Carolyn Everson MTV Networks and Facebook

Malcolm Poynton Dove Campaign for Real Beauty
Qi Lu Yahoo!, Microsoft and Bing
Ajaz Ahmed AKQA
Martha Lane Fox Lastminute.com and the UK government's digital champion
Kyle MacDonald One Red Paperclip
Jess Greenwood Contagious Magazine and R/GA
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- Sales Rank: #490341 in eBooks
- Published on: 2012-10-03
- Released on: 2012-10-03
- Format: Kindle eBook

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Editorial Review

Review

Marketing, branding, PR and advertising professionals, marketing students

"These very insightful stories are perfect for those fascinated by the history of digital." --**Sir Martin Sorrell, CEO, WPP**

"If you embrace new media and the spell it has cast over advertising and the world in general, this may be your lucky day... These concise profiles makes for quick reading, with useful 'sound bytes' at the end of each chapter... Readers will feel like kids in a digital candy shop." --**Publishers Weekly**

"The 20 tech stars [Springer and Carson] feature in the book emphasize simplicity — solving everyday problems with easy-to-grasp solutions." --**Investor's Business Daily**

"*Pioneers of Digital* makes for compelling reading about fascinating innovators. Their curiosity, passion, drive and enthusiasm for using technology in creative ways to help people connect and interact is both contagious and inspirational." --**USA Today**

"Springer and Carson have done a commendable job of collecting diverse examples representing a wide array of fascinating applications while drawing general conclusions about digital innovation. 'Our aim with this book is to inspire,' write the authors. Most readers will find *Pioneers of Digital* does exactly that." --**ForeWord Reviews**

"[A] treasure trove of concepts that guide the reader into the direction of becoming a future pioneer. The various stories have both a standard framework, and a unique sense of the individuals and their vision. The opportunity to learn from the successes of the pioneers, and how to learn from their experiences, transforms the book into a powerful teaching and learning tool for the aspiring digital innovator... I highly recommend the insightful and success oriented book... to anyone seeking an anthology of informative and idea filled profiles of successful pioneers in the digital world." --**Blog Business World**

"Great book. Easy read. Each chapter is stand alone so it is an easy book to put down and pick up again." --**Jim Estill**

"The book provides an interesting series of anecdotes focusing on excellent work and success stories along with the lessons that can be learned to have an impact on the digital industry and the wider world." --**Contagious Magazine**

"Readers interested in social media or seeking interesting business people for professional inspiration will be more than satisfied. Ultimately read *Pioneers of Digital* to know what it takes to truly stand out in your field." --**SmallBizTrends**

"[O]ffers a series of stories behind key people who influenced the way advertising and marketing have evolved during the internet era, and make for a fine account that reveals the strategies and successes of some

twenty digital entrepreneurs around the world." --**Midwest Book Review**, California Bookwatch: The Business Shelf

"[C]oncise and engaging... Of particular value is the final chapter, which highlights the major lessons that can be gleaned from the pioneers. ...The authors go out of their way to make the lessons from the pioneers easily digestible and understandable. Profiling multiple pioneers elucidates the trials and tribulations of innovation while also providing an enjoyable reading experience. **Summing Up:** Recommended. All collections and readership levels." –**CHOICE**

Users Review

From reader reviews:

Nancy Smith:

Now a day people that Living in the era where everything reachable by talk with the internet and the resources inside can be true or not need people to be aware of each info they get. How many people to be smart in receiving any information nowadays? Of course the answer then is reading a book. Studying a book can help individuals out of this uncertainty Information especially this Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media book because book offers you rich info and knowledge. Of course the information in this book hundred % guarantees there is no doubt in it you probably know this.

Clarine Davidson:

The book untitled Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media contain a lot of information on it. The writer explains the girl idea with easy approach. The language is very clear to see all the people, so do definitely not worry, you can easy to read the idea. The book was authored by famous author. The author will take you in the new age of literary works. You can easily read this book because you can keep reading your smart phone, or device, so you can read the book inside anywhere and anytime. If you want to buy the e-book, you can start their official web-site and order it. Have a nice examine.

John Champlin:

That reserve can make you to feel relax. This kind of book Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media was bright colored and of course has pictures on there. As we know that book Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media has many kinds or style. Start from kids until teens. For example Naruto or Private investigator Conan you can read and believe you are the character on there. Therefore , not at all of book are generally make you bored, any it offers you feel happy, fun and rest. Try to choose the best book to suit your needs and try to like reading that will.

Emmett Willett:

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