



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

By Paul Springer, Mel Carson

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

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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Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media
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- Sales Rank: #2124661 in Books
- Published on: 2012-11-15
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .49" w x 6.00" l, 1.57 pounds
- Binding: Paperback
- 232 pages

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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:

Margaret Clayton:

Book will be written, printed, or created for everything. You can recognize everything you want by a publication. Book has a different type. As you may know that book is important issue to bring us around the world. Beside that you can your reading ability was fluently. A book *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* will make you to become smarter. You can feel considerably more confidence if you can know about every little thing. But some of you think that open or reading some sort of book make you bored. It is not necessarily make you fun. Why they can be thought like that? Have you looking for best book or acceptable book with you?

Robert Brown:

The particular book *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* will bring you to definitely the new experience of reading some sort of book. The author style to spell out the idea is very unique. In case you try to find new book to see, this book very acceptable to you. The book *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* is much recommended to you you just read. You can also get the e-book through the official web site, so you can easier to read the book.

Dolores Young:

The reserve untitled *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* is the e-book that recommended to you you just read. You can see the quality of the e-book content that will be shown to anyone. The language that article author use to explained their ideas are easily to understand. The writer was did a lot of research when write the book, hence the information that they share to you personally is absolutely accurate. You also might get the e-book of *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* from the publisher to make you much more enjoy free time.

Alice Concannon:

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be one of your nice books that are good idea. All of us recommend that straight away because this book has good vocabulary that will increase your knowledge in words, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort that will put every word into enjoyment arrangement in writing *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* but doesn't forget the main position, giving the reader the hottest and also based confirm resource facts that maybe you can be one among it. This great information could drawn you into fresh stage of crucial contemplating.

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