



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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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:

Kyle Coffman:

The book *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* make you feel enjoy for your spare time. You need to use to make your capable far more increase. Book can for being your best friend when you getting stress or having big problem along with your subject. If you can make examining a book *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* to get your habit, you can get much more advantages, like add your own capable, increase your knowledge about many or all subjects. It is possible to know everything if you like available and read a e-book *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media*. Kinds of book are several. It means that, science publication or encyclopedia or other individuals. So , how do you think about this guide?

Brandi Anderson:

This book untitled *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* to be one of several books that will best seller in this year, that's because when you read this book you can get a lot of benefit upon it. You will easily to buy this book in the book retailer or you can order it via online. The publisher with this book sells the e-book too. It makes you more easily to read this book, because you can read this book in your Touch screen phone. So there is no reason for your requirements to past this publication from your list.

Mary Cox:

Often the book *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* has a lot details on it. So when you make sure to read this book you can get a lot of benefit. The book was compiled by the very famous author. Mcdougal makes some research previous to write this book. That book very easy to read you may get the point easily after scanning this book.

Debra McGregor:

Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media can be one of your starter books that are good idea. We recommend that straight away because this reserve has

good vocabulary that can increase your knowledge in terminology, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort to set every word into delight arrangement in writing *Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media* but doesn't forget the main stage, giving the reader the hottest and based confirm resource facts that maybe you can be among it. This great information can easily drawn you into brand-new stage of crucial pondering.

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