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

Paul Springer, Mel Carson

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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

Zhang Minhui Sohu.com.cn

Stephen Fry

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Duane Sills:

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