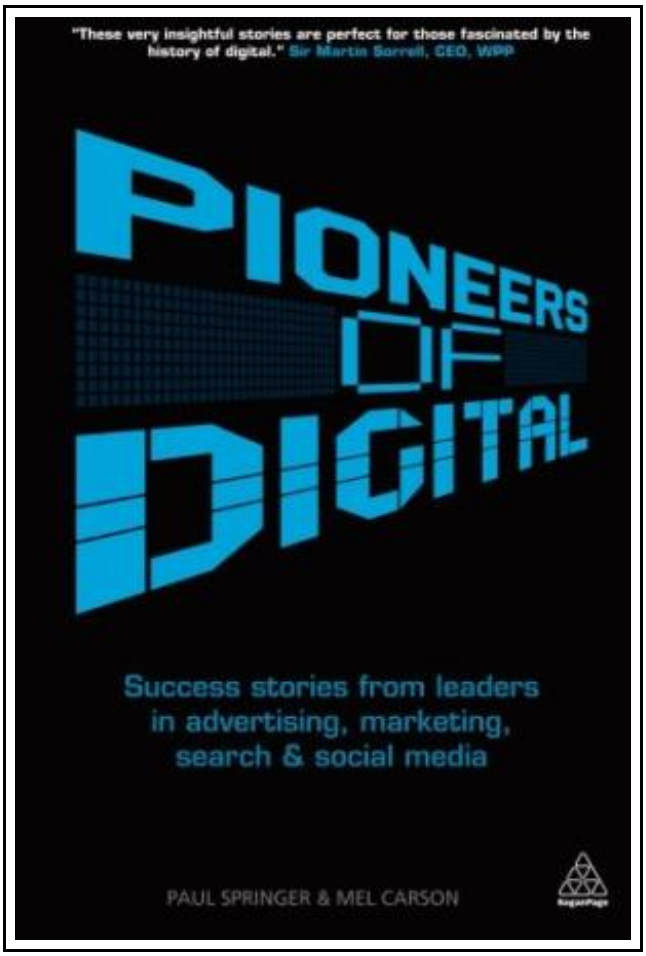
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Kogan Page. Paperback. Book Condition: New. Paperback. 232 pages. Dimensions: 9.1in. x 6.1in. x 0.6in.Pioneers of Digital showcases the stories behind key people who have fundamentally influenced the way advertising, marketing, search and social media 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, Doves Real Beauty campaign, Obamas 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 and Spoils, OgilvyOne, RGA, 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. comThe pioneers: Thomas Gensemer MyBO and Obamas 2008 Presidential CampaignJune Cohen Hotwired and TED. comDenzyl Feigelson iTunes Advisor and Artists Without A LabelVanessa Fox Google and Nine By BlueGurbaksh Chahal ClickAgents and BlueLithiumJaron Lanier Virtual reality and Microsoft ResearchAngel Chen OgilvyOne ChinaJohn Winsor Victors and SpoilsDanny Sullivan Search Engine LandAlex Bogusky, Bob Cianfrone Burger Kings Subservient ChickenAvinash Kaushik Digital marketing evangelist, GoogleCarolyn Everson MTV Networks and FacebookMalcolm Poynton Dove Campaign for Real BeautyQi Lu Yahoo!, Microsoft and BingAjaz Ahmed AKQAMartha Lane Fox Lastminute. com and the UK governments digital championKyle MacDonald One Red PaperclipJess Greenwood Contagious Magazine and RGAZhang Minhui Sohu. com. cnStephen Fry This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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