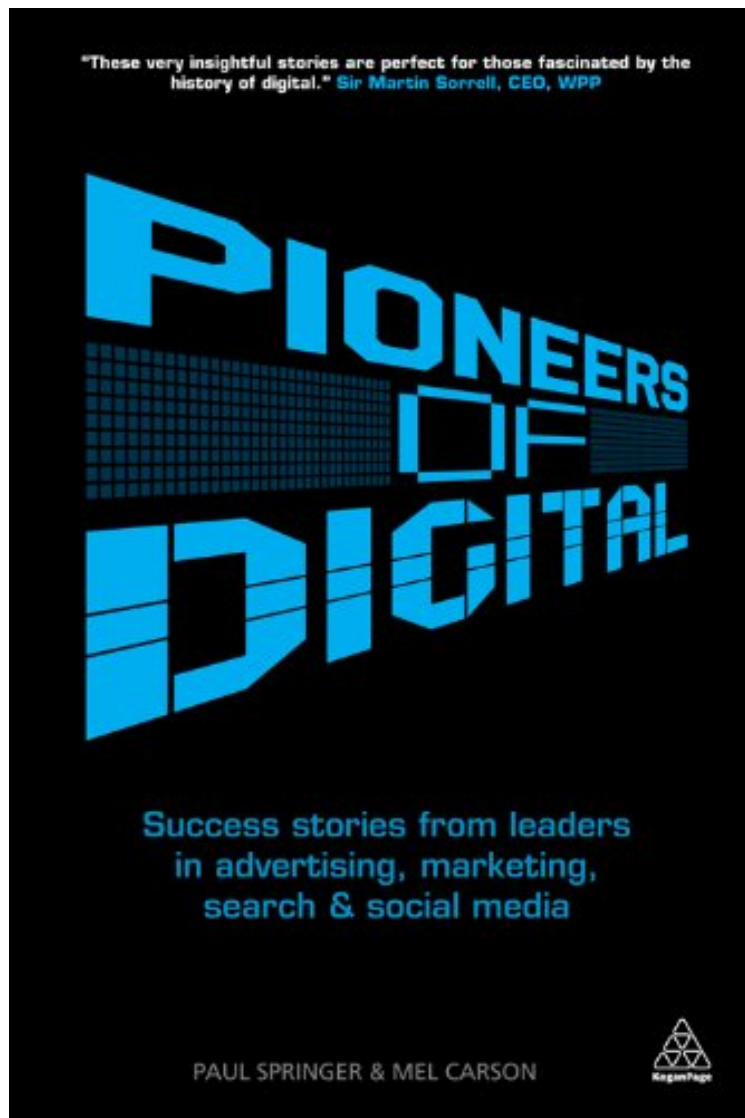


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Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media

Mel Carson, Paul Springer

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Mel Carson, Paul Springer : Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media before purchasing it in order to gauge whether or not it would be worth my time, and all praised **Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media**:

1 of 1 people found the following review helpful. Excellent By E. Hartstein I highly recommend **Pioneers of Digital** to anyone who is interested in digital media, the internet, advertising in general...or just about anything business related.

The common themes and lessons apply to everything - be passionate about what you do, believe in what you do, be proactive, be original, etc. It's easy to think "20 Pioneers? How on Earth can they tell that many stories?" - in only about 200 pages?!?! That is part of the beauty of this book - it really can be broken down and read as it suits the reader. Each story is unique but none take longer than, say, 10 pages. Each story is then summarized with a few thoughtful bullet points to help the reader take away quick, concise thoughts. Authors Paul Springer and Mel Carson possess a clear mastery of these digital subjects, and it really shines through in their writing. The 'interviews' are thoughtfully written not as a dialogue, but almost an explanation of what is being discussed. This provides for a nice narrative structure, which creates an easy reading experience. Of the actual pioneers I really enjoyed the one with Danny Sullivan. As a former 'search guy' that one really hit on a personal level. Highly recommend purchasing. I don't think you will be disappointed. 0 of 0 people found the following review helpful. Where was this book when I was in grad school? By Bianca J. Smith Pioneers of Digital (Paul Springer and Mel Carson) is a collection of 20 interviews and case studies looking at the founders of digital marketing, the ones who did it by design and those by accident. In grad school one of my assignments required analyzing a case study from a book. Unfortunately the RMIT library's marketing and PR section hadn't been added to since 1990. Small exaggeration. Pioneers of Digital would have been my go-to. Most of the interviews are essentially case studies of their careers. I loved reading what lead June Cohen to put Ted Talks online, discovering how many people started their careers in totally unrelated areas and fell into marketing and technology, and how success comes from making a difference, not by trying to make money. Two case studies told the story of hugely popular campaigns. I remember wasting a lot of time with Subservient Chicken without knowing it was a Burger King promotion. Dove's Campaign for Real Beauty has continued to inspire women 10 years after its launch. My favorite's were Kyle MacDonald's One Red Paperclip and, the surprising inclusion, Stephen Fry. Both chapters had more storytelling and feeling than the others, and that's taking my bias aside. I'm a sucker for great marketing from outside the industry. Pioneers of Digital closes with a statistics-filled summary of the up-and-coming digital marketing cities, and lessons from the pioneers interviewed. If the initial chapters are a bit hard to get through, the book is worth it for these two chapters. Originally published on Tap Dancing Spiders 0 of 0 people found the following review helpful. Inspiration at its finest!! By K. Bolsinger It seems to me that we spend a great deal of time trying to push the boundaries. This is great and exactly what we should be doing. But what we don't always spend enough time doing is learning from those that have already burst through those boundaries. The people profiled in this book have done just that. Written in such an accessible way, Pioneers of Digital is the book that will teach you the ways to think that will help you find the new boundaries and burst through them yourself. At the very least - it is a great read showcasing the hard work and talent of many of the people that shape the digital world as we know it.

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

Marketing, branding, PR and advertising professionals, marketing students "Some highly practical advice you can take into your work."