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PIONEERS OF DIGITAL: SUCCESS STORIES FROM LEADERS IN ADVERTISING, MARKETING, SEARCH AND SOCIAL MEDIA



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...

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