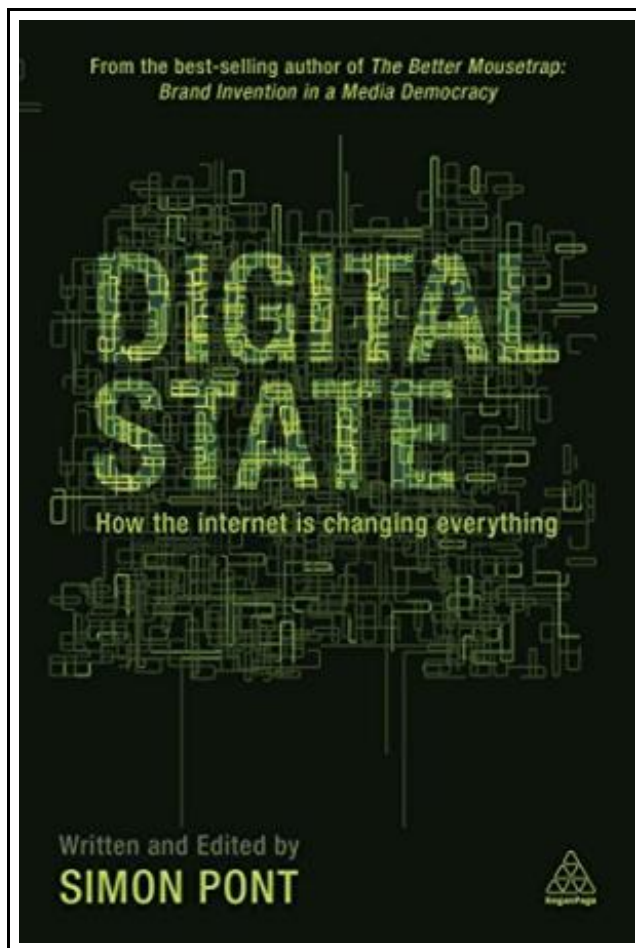# Digital State: How the Internet is Changing Everything

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DIGITAL STATE: HOW THE INTERNET IS CHANGING EVERYTHING

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Kogan Page Ltd, United Kingdom, 2013. Paperback. Book Condition: New. 232 x 154 mm. Language: English . Brand New Book ***** Print on Demand *****.What is the Digital State? What is our Digital State of Mind? What does this Digital State mean for brands and for businesses? Big data, new distribution platforms, content collaboration, geo-targeting, crowdsourcing, viral marketing, mobile apps - the technological revolution has transformed the way society communicates and understands itself, and unleashed a whirlwind of new possibilities for marketers, as well as new risks. Mirroring the collaborative play space Tim Berners-Lee first envisaged for the internet, Digital State brings together Simon Pont and 13 thought-leaders drawn from the worlds of advertising, marketing, media, publishing, law, finance and more, to explore what the digital age means for us as individuals, and the implications for the brands seeking to engage with us. This is edited and part-written by Simon Pont, Digital State explores the possibilities and pitfalls of our digital age, an age where people can be brought together and new opportunities explored like never before. Contributors include: Faris Yakob, Strategist, creative director, writer, public speaker geek; former Chief Innovation Officer (MDC Partners); Judd Labarthe, Former Executive Planning Director, Argonauten; Bettina Sherick, SVP, Digital Strategic Marketing, 20th Century Fox International; Austen Kay, Co-founder Joint Managing Director, w00t! Media; Christian Johnsen, Global Strategy Director, Aegis North America, and cocreator of This Place; Hans Andersson, Senior Partner, Forsman Bodenfors; Tamara Quinn, Head of Intellectual Property, Berwin Leighton Paisner; Nicholas Pont, SVP, PIMCO; Vicki Connerty, Head of Newcast, ZenithOptimedia Australia; Malcolm Hunter, Brand Communications Consultant, former Chief Strategy Officer (Aegis); Greg Grimmer, Co-founder, Hurrell Moseley Dawson and, Grimmer (HDMG); Stefan Terry, Founder of Leap of Being, former Managing Partner, Heavenly Group Ltd.

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