

1. Record Nr.	UNISA996339127403316
Autore	Pont Simon
Titolo	Digital state [[electronic resource]] : how the Internet is changing everything / / written and edited by Simon Pont ; illustrations by Christopher Lockwood
Pubbl/distr/stampa	London, : Kogan Page Ltd., 2013
ISBN	0-7494-6886-6
Descrizione fisica	1 online resource (256 p.)
Altri autori (Persone)	LockwoodChristopher
Disciplina	303.48 303.4833
Soggetti	Information technology - Economic aspects Information technology - Social aspects Electronic commerce - Social aspects Internet marketing - Social aspects Internet - Social aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; About Simon Pont; Prologue; Introduction; 1 Digital currents and invisible futures; 2 Utopia, dystopia. Discuss; 3 How the Digital State can cure modern marketing; 4 Thunk; 5 Teenage kicks; 6 Stories into action; 7 Everything changes, except me; 8 My Digital State; 9 'I've been expecting you'; 10 Digital dares us to dream; 11 A Newer Normal and Deeper Blue; 12 Resistance is pointless; 13 Digital through a human lens; 14 Escape the walled garden to the paradise beyond; 15 Such people in it; 16 How 'internets' invented us; Epilogue; Appendix; Contributors; Acknowledgements
Sommario/riassunto	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 w
