

Digital State: How the Internet is Changing Everything



Digital State comprises sixteen commentaries that each offers an answer to the question: What is the digital state? Simon Pont and his panel of experts set out to examine and assess how technology, society and culture are impacted by the digital revolution and consider its future implications. Contributions are first-person perspectives from a range of global experts drawn from marketing, advertising, information technology, legal and media research and strategy and include both industry veterans and young guns such as Faris Yakob, Chief Innovation Officer at MDC Partners New York, Bettina Sherick, SVP, Digital Strategic Marketing, 20th Century Fox International and Christian Johnsen, Communication Strategy Director, Aegis Media. Digital State gives a groundbreaking analysis of the various effects of digital. Topics include: how the digital state can affect modern marketing, the explosion of social media dependency, how technology can and is being used to change the world, how digital has not redefined the democratic process, and the future of digital. Examples are drawn from both the 2008 and 2012 presidential elections, the Dot-com Bubble and the Super Bowl among others.

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