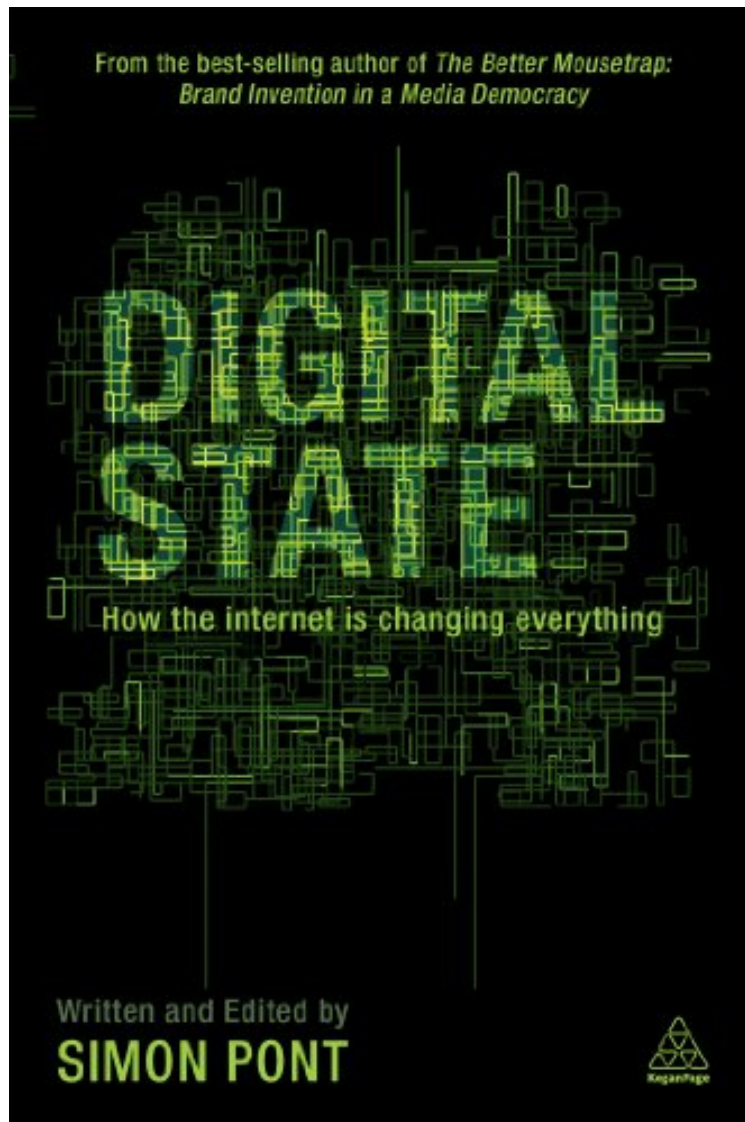


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Digital State: How the Internet is Changing Everything

Simon Pont

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Simon Pont : Digital State: How the Internet is Changing Everything before purchasing it in order to gauge whether or not it would be worth my time, and all praised Digital State: How the Internet is Changing Everything:

1 of 1 people found the following review helpful. stimulating, thought provoking, enriching. By neil absolutely love the different views and contributions by freed and INTERNETworked individuals. well worth a read to change your perceptions of digital and gave me a whole lot of ideas and thoughts to reconnect and build on. 1 of 1 people found the following review helpful. Digital Immigrants comment on the Digital State By Henk-Jan van der Klis "The internet changes everything" could be an opening slide for a typical technology-driven consultancy presentation. How, when and where are the questions that motivated Simon Pont to interview and gather people from over various backgrounds.

They share their opinions and commentaries in Digital State. What is the digital state? An always-on mentality? Ubiquitous computing? The internet of things? Big Brother from Orwell's 1984? The follow-up of the current nations and states? In Digital State you hear the voice of mainly Digital Immigrants (in 1994 21 and older): surprised by the speed of change, embracing possibilities of all things online, but cautious as well regarding privacy and possible future developments. Like myself, they remember vividly the efforts to create the first internet pages (brochureware), consequences of the Dot-com Bubble and viral marketing campaigns in 2008 and 2012 US presidential elections, Super Bowl matches and the reluctance to post everything everywhere anytime. Contributions from interviews, essays and observations are written in the first person, making it easier to relate with. The opinions come from marketing, advertising, information technology, legal and media research and strategy and include veterans as well as young talents like 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). 3 of 5 people found the following review helpful. A collaborative consideration of the meaning and significance of the Digital Age

By Robert Morris

In the Introduction, Simon Pont observes, "I think the Digital Age is opening doors, creating new vistas, new lands to explore and worlds to conquer, on all kinds of levels, real, augmented, virtual, intrinsic, extrinsic. I think it's double-handing in a number of ways too, accelerating opposites, allowing new collectives to rally and shape, but allowing micro-cliques and atomization to spark and run riot. I think it's empowering all kinds of genuine self-expression, and fueling some borderline-unhealthy levels of self-delusion. It's bringing people together; it's pushing people apart. It's creating new feelings of belonging; it's driving new kinds of estrangement. It's making things happen fast and it's making things happen too fast." What to make of these and other stresses, tensions, anomalies, contradictions, paradoxes, and unseen but impactful forces? Pont decided to engage those who knew and respected, "maybe an Ocean's eleven, maybe a Dirty Dozen, maybe as many as a 15-person squad" and have them respond a few key questions: "What are we living through and looking at here, this vista before us? Just what's your view of the view? Specifically, what is the Digital State, and what is our Digital State of Mind?" The responses are organized within this book, accompanied by Pont's contributions. He dedicates the book to the "Digital Natives," noting that the word "state" has a double meaning: "A defined and governing structure of some kind, and also a condition of [begin italics] being [end italics]; the state that we're in, whether as a collective or as individuals, each of us, all of us." This last comment reminds me of Seth Godin's concept of "tribe," a community with shared interests and objectives. one that -- paradoxically -- celebrates individual identity and integrity while demonstrating the power of great leadership to "create movements by empowering the tribe to communicate. They establish the foundation for people to make connections, as opposed to commanding people to follow." The communication to which he refers is between and among the leader and members of a tribe who are connected by a shared interest, a common cause (i.e. "a passionate goal"), and a determination to create things that did not exist before, to achieve something that could happen but hasn't yet. Godin stresses the need for leaders with imagination. In the words of George Bernard Shaw, those who "dream things that never were and say why not." These are among the dozens of passages of special interest and value to me, also listed to indicate the scope of the book's coverage.

- o Introduction, Simon Pont (Pages 1-5)
- o Thesis -- Welcome to the Digital State et al, Faris Yakob (10-15)
- o From Moore's Law to Thomas More, Simon Pont (34-38)
- o Collaboration, Judd Labarthe (47-50)
- o from "Thunk: 10 January 2000, 6:30 AM," Bettina Sherick (62-65)
- o Christopher Poole and 4chan, Austen Kay (74-77)
- o The Power of a Good Story, Christian Johnsen (86-89)
- o "methods to dissect target groups," Hans Andersen (99-101)
- o The "Near" Distant Past, and Social (Media) Elitism, Christopher Lockwood (106-108 and 110-113)
- o The Future, and, Wider Issues, Tamara Quinn (129-131)
- o A New Reality, A New Neverland, and, The Ghost in the Machine...Rebooted, Simon Pont (136-139 and 145-147)
- o The New Normal, and, Where Next, Nicholas Pont (153-154 and 158-160)
- o A "wild-eyed unquenchable thirst for digital knowledge and technical advances," Vicki Connerty (164-169)
- o Five (Uncomfortable) Human Truths, Malcolm Hunter (179-181)
- o The Promise of Freedom Followed by Paucity Through Hegemony, The Tyranny of Data, and The Path to Enlightenment, Greg Grimmer (190-195)
- o Upload the Revolution, and, Reality Goes Open-Source, Stefan Terry (225-226 and 229-230)
- o Epilogue, Simon Pont (231-233)

The value of the responses by Pont and his colleagues is best measured not in terms of definitive answers to the aforementioned questions -- there are none -- but, rather, as clarifications that raise other questions about what Simon Pont characterizes at the "cusp" of a "new age." In this context, I am reminded of the final verse of William Butler Yeats' poem, The Second Coming: "The darkness drops again but now I know/That twenty centuries of stony sleep/Were vexed to nightmare by a rocking cradle,/And what rough beast, its hour come round at last,/Slouches towards Bethlehem to be born?" Those who share my high regard for this book are urged to check out *Is the Internet Changing the Way You Think?: The Net's Impact on Our Minds and Future*, edited by John Brockman. Steven Pinker, Richard Dawkins, Chris Anderson, Nassim Taleb, and nearly 150 other intellectual superstars reveal how the Internet is changing our minds, culture, and future, in Brockman's latest compendium from Harper Perennial and Edge.org.

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. 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 Newcastle, ZenithOptimedia Australia; Malcolm Hunter, Brand Communications Consultant, former Chief Strategy Officer (Aegis); Greg Grimmer, Co-founder, Hurrell Moseley Dawson Grimmer (HDMG); Stefan Terry, Founder of Leap of Being; former Managing Partner, Heavenly Group Ltd

General readers, marketing, branding, PR and advertising professionals, marketing students "It's not often that you are glued to every page of a business book... Compiled and written by Simon Pont, who is clearly a fiercely intelligent and impassioned modern 'ad man', he has thrown open the pages of this compendium to 13 deeply influential figures in global marketing, to give their views on how the internet is changing everything. I was blown away by each chapter, feeling humbled but excited as I read this delicatessen of insight and genuinely useful, thought provoking prose."