

This book, a collection of narrative interviews, shares the stories, key challenges, important milestones and impact of specific moments that helped to shape the Internet advertising business. Some of these are people you may know very well, and some of them you dont. Some have run global advertising agencies and some have led marquee start-ups that you use every day. All of them have left their mark on what is now one of the fastest growing categories of business in the world. Without their leadership, knowledge, and most of all their passion for doing something new, none of this would have ever happened. Its the story of the Internet advertising business, as told by the people who grew the Internet advertising business. Its the story of the people behind the technology. If you work in Internet advertising, its a story you will want to hear. The interviews in the book include the following people: Rick Boyce, Rick Parkhill, Steven Comfort, David Carlick, Tim McHale, Sarah Fay, Doug Weaver, Joe Mandese, Gian Fulgoni, Bruce Carlisle, Jeff Minsky, Jack Myers, Maggie Boyer-Finch, Rishad Tobaccowala, Mitch Joel, Susan Bratton, Tom Bedecarre, Scot McLernon, Dave Yovanno, Scott Heiferman, Seth Goldstein, Nick Pahade, Kate Thorp, Dave Morgan, John Durham, Gayle Meyers, Greg Stern, David Verklin, Larry Kramer, Rich Lefurgy, Bob Heyman

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