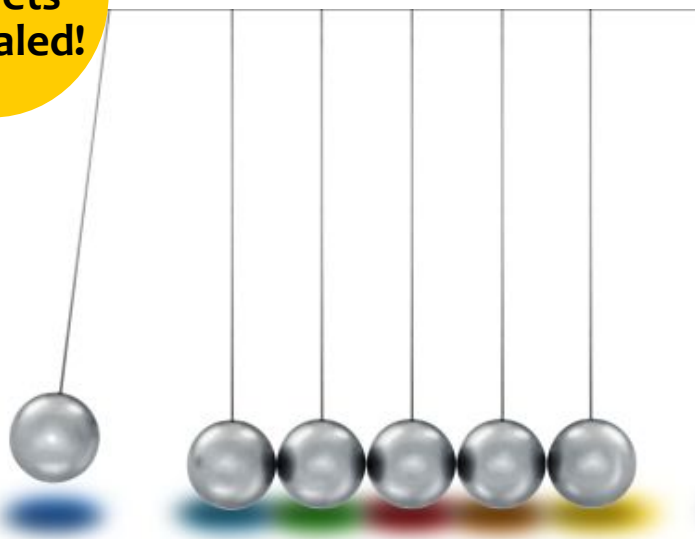


# From the "Rock Star of Digital Marketing"\* How to Make Your Business Grow Online

\*Marketing Magazine

Cyber  
Secrets  
Revealed!



## SIX PIXELS OF SEPARATION

Everyone Is Connected.  
Connect Your Business  
to Everyone.

MITCH JOEL

SEPTEMBER 2009

INT'L C

978-0-446-55938-6

\$16

Carton Qty. 20

Business & Technology — Business Plus  
World

Order Qty

Account: \_\_\_\_\_ Account#: \_\_\_\_\_ Date: \_\_\_\_\_

PO: \_\_\_\_\_ Shipper: \_\_\_\_\_ SEA/AIR (Please indicate)

 hachette  
BOOK GROUP

Fax: 1.212.364.0933 Tel: 1.212.364.1285

international@hbgusa.com

Titles are subject to rights availability and may not be available from HBG in certain markets. Prices and on-sale dates subject to change without notice.  
Please visit [www.hbgusa.com](http://www.hbgusa.com) for full export catalogs.

## SIX PIXELS OF SEPARATION

Mitch Joel

Here's THE book that 21st century entrepreneurs have been waiting for—the inner-secrets of how highly successful internet capitalists make millions by knowing who to reach and how to reach them online.

SIX PIXELS OF SEPARATION is the first book to unify the concepts of Personal Branding, Digital Marketing and Entrepreneurship in a clear, fun and provocative manner. By using extraordinary case studies, this book offers a complete set of tools, tactics and insights to empower individuals to reach a global audience and consumer base with a few clicks of the mouse, and almost all of them for free.

Digital marketing expert Mitch Joel unravels the fascinating world of new marketing with a brand new perspective. Entrepreneurs are leveraging the digital channels to get their voice "out there," connecting to similar others, becoming better community citizens and, ultimately, making more money and rocketing their personal and business lives into the stratosphere. The trick is, Personal Brands are becoming bigger than corporate brands—and in SIX PIXELS OF SEPARATION readers will begin to understand the "how" and "why" certain entrepreneurs have mastered the internet to propel their businesses.

Showing various interest marketing techniques such as viral loops to social networking to cutting through all the cyber-clutter, SIX PIXELS OF SEPARATION will become mandatory reading for anybody who wants to expand their business via the internet.

MITCH JOEL is President of Twist Image, an award-winning Digital Marketing agency with offices in Montreal and Toronto. Mitch Joel speaks approximately 70 times a year for top clients such as Starbucks, Microsoft, Kraft, Unilever, and Visa. When Google wanted to explain online marketing to the top brands in the United States (including Wal-Mart, Costco, Macy's and Sephora), they brought Mitch Joel to the Googleplex headquarters in Mountain View, California.