Foreword

"It's not just O.K. to fail…it's imperative to fail."

—Seth Godin, bestselling author, entrepreneur, and agent of change

"Iterate, don't pontificate."

—Rishad Tobaccowala, Chief Executive Officer, Denuo

When Mike Moran asked me to write the forward for this book, I jumped at the chance, despite the fact that I'm already hopelessly overloaded with books, magazines, Internet articles, blogs, e-mails, and research reports all demanding my frazzled attention. I simply had to say "Yes" because I knew that Mike was on to something big.

Do It Wrong Quickly, in my modest opinion, is a mandate for our times. Certainly it is a call to action for those of us who labor in the world of marketing, which we all know is being permeated, transformed, and upended by the liberating force of the Internet.

I will never forget the first time I heard the phrase "do it wrong quickly." I was speaking at and attending yet another Web conference, and Mike was on stage with a panel discussing Internet marketing strategies. I don't mean to suggest that I know it all, but it's not my usual practice at these events to take notes. After all, my entire business (eMarketer) is centered on aggregating and analyzing the constantly changing trends and stats related to every aspect of

online marketing and advertising. Rarely at such confabs do I become "enlightened" with new data or concepts. But when Mike stood up and said emphatically to the attendees, "Do it wrong quickly!" I put down my Venti Starbucks and began scribbling furiously with a borrowed pen. Those four words, along with a Google-retrieved, grainy photo of Mike's face, are now a staple in my presentations around the globe.

In the digital age, where the costs of production and distribution are often negligible when compared with traditional means, and there are typically 1,001 options in front of you, marketers can't afford NOT to make mistakes. Our most precious resource today is not capital or production, but time. For any newfangled Web 2.0 trend, strategy, or tactic dangling itself in front of you, there are two choices in this binary world. You can either spend endless hours in heated meetings debating its likely benefits and risks for your business—or you can just go do it. The latter, as you'll see, represents the acid test.

Let me push this point even further, risking the possibility of implicating the very market research industry in which we operate. As a marketer, you can look at industry statistics and projections all day long, every business day. But if you don't try new things for yourself—such as blogs, podcasting, social networks, viral marketing, search marketing, wikis, virtual worlds, and so on—you won't ever know for sure if any of these (or any combination of them) will work for your business.

You should read this book for two reasons. First, you will want to fully absorb the "do it wrong quickly" concept into your personal philosophy as well as your daily business process. Second, you should read the book cover-to-cover (as I did) in order to learn how best to "do it wrong quickly." Mike is a veritable fount of knowledge when it comes to digital strategy and tactics. He can save you a lot of time and headaches. Read this book with a pen in hand so you can take notes for both yourself and for the benefit of others on your team. This book has already become mandatory reading for my managers, and I suspect it will be for yours, too.

Quite simply, you can't go *wrong* reading this book.

—Geoffrey Ramsey

About Geoffrey Ramsey

As CEO and co-founder of New York-based eMarketer, Mr. Ramsey is on the cutting edge of new research statistics, trends, and best practices covering every aspect of marketing in the digital age. He is frequently quoted by *The Wall Street Journal*, *Forbes*, CNN, *BusinessWeek*, *Business 2.0*, and *Advertising Age*. A highly regarded speaker, Mr. Ramsey keynotes at major industry and corporate events around the globe.