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PUBLISHER'S NOTE

Internet Innovators profiles the most innovative and influential individuals in the development of computer technology and the evolution of the Internet, many who have never been covered in any Salem Press set before. From the genesis of the World Wide Web in 1989 as a way to organize and manage data to the founding of the world's largest Internet retailer, Amazon.com, in 1994, to the first documented tweet in 2006, the history of the Internet is immeasurably rich, with milestones that have revolutionized our society. This new title examines those individuals most responsible for the technology and strategies behind the Internet today, from the pioneering community of engineers and intellectuals who worked to realize a vision of shared networks and research, to the dot-com founders and leaders driving business and commerce today.

SCOPE OF COVERAGE

Internet Innovators features more than 120 biographies of individuals who have had a significant influence on the development and evolution of the Internet, with an emphasis on dot-com founders and leaders. Each essay has been written specifically for this set; biographies represent a strong, global, cross-gender focus, and each biography offers a sidebar focusing on the company, organization, online service, or website with which that individual is most often associated. Among the editors' criteria for inclusion in the set was an individual's historical significance, whether through their respective company's influence in the Internet world or their role in the development and evolution of the Internet itself; his or her relevance to academic curriculum; and his or her appeal to high school and undergraduate students and general readers.

ESSAY LENGTH AND FORMAT

Each essay is approximately 2,000 words in length and displays standard reference top matter offering easy access to the following biographical information:

- The name by which the subject is best known.
- A succinct description of each individual's nationality and occupation.
- The most complete dates of birth and death, followed by the most precise locations of those events available.

- The areas of achievement, including primary field and specialty, with which the subject is often most closely identified. This latter is an all-encompassing categorical list and includes: mathematics and logic; physics and engineering; computer software; computer hardware; computer programming; security; Internet; management, executives, and investors; marketing; commerce; social media; content and data; applications; news and entertainment; and ethics and policy.
- The primary company or organization with which the individual has been associated in a meaningful way.
- A synopsis of the individual's historical importance in relation to computer technology and the evolution of the Internet, indicating why the person is or should be studied today.

Each essay concludes with a byline for the contributing writer. The bodies of the essays are divided into the following parts:

- Early Life provides facts about the individual's upbringing. Where little is known about the person's early life, historical context is provided.
- Life's Work, the heart of the article, consists of a straightforward, generally chronological account of how the individual gained recognition in his or her chosen primary field (applied science; computer science; business and commerce; and Internet), emphasizing the most significant endeavors and achievements—and failures—of the figure's life and career.
- Personal Information provides closing remarks on the person, including post-achievement activities or positions, family life, and topics of general interest.

Each essay also includes an annotated Further Reading section that provides a starting point for additional research.

SPECIAL FEATURES

Several features distinguish this series as a whole from other biographical reference works. The back matter includes the following aids, appendices, and indexes: