



DOWNLOAD



Becoming Facebook: The 10 Challenges That Defined the Company That's Disrupting the World

By Mike Hoefflinger

Audible Studios on Brilliance, 2017. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. Facebook's founding is legend: In a Harvard dorm, wunderkind Mark Zuckerberg invented a new way to connect with friends, and the rest is history. But for the people who actually molded this great idea into a game-changing \$300 billion company, the experience was far more tumultuous and uncertain than we might expect. Mike Hoefflinger was one of those Facebook insiders. As a computer engineer turned marketing innovator who worked with COO Sheryl Sandberg, Hoefflinger had a front-row seat to the company's growing pains, stumbles, and reinventions. Becoming Facebook tells the coming-of-age story of the now venerable giant. Filled with insights and anecdotes from crises averted and challenges solved, the book tracks the company's development, uncovering lessons learned on its way to greatness: How Facebook recovered from its disastrous IPO How the growth team achieved the impossible Why Facebook's News Feed ads were the company's most important business decision ever How Google+ attacked and lost Why - and how - Instagram and WhatsApp were added to the mix What the company does to win the talent wars What makes Zuckerberg, Sandberg, Cox, and...



READ ONLINE

[2.2 MB]

Reviews

This book is great. I could possibly comprehend everything using this published e book. I am easily could possibly get a enjoyment of reading a published pdf.

-- Deanna Rath I

A fresh eBook with a brand new standpoint. It can be rally exciting through looking at period of time. I am delighted to inform you that this is the greatest book i have read through during my individual existence and may be he very best publication for ever.

-- Era Thompson