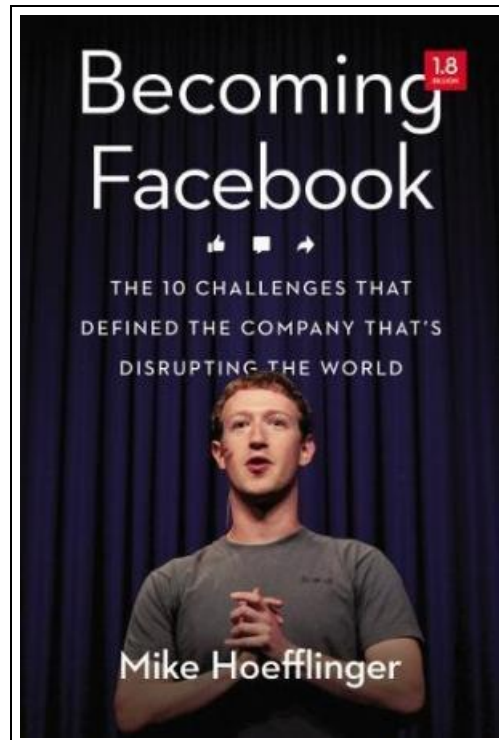


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Amacom, United States, 2017. Hardback. Condition: New. Special ed.. Language: English . Brand New Book. Its success was far from accidental. Facebook s founding is legend: In a Harvard dorm, wunderkind Mark Zuckerberg invented a new way to connect 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 other A-teamers tick \* Which products and technical advancements are on the horizon and why \* And much more Intimate, fast-paced, and deeply informative, Becoming Facebook shares the true story of how Zuckerbergs joined the ranks of iconic CEOs like Steve Jobs, Larry Page, and Jeff Bezos-as Facebook grows up, overcomes setbacks, and works to connect the world.



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