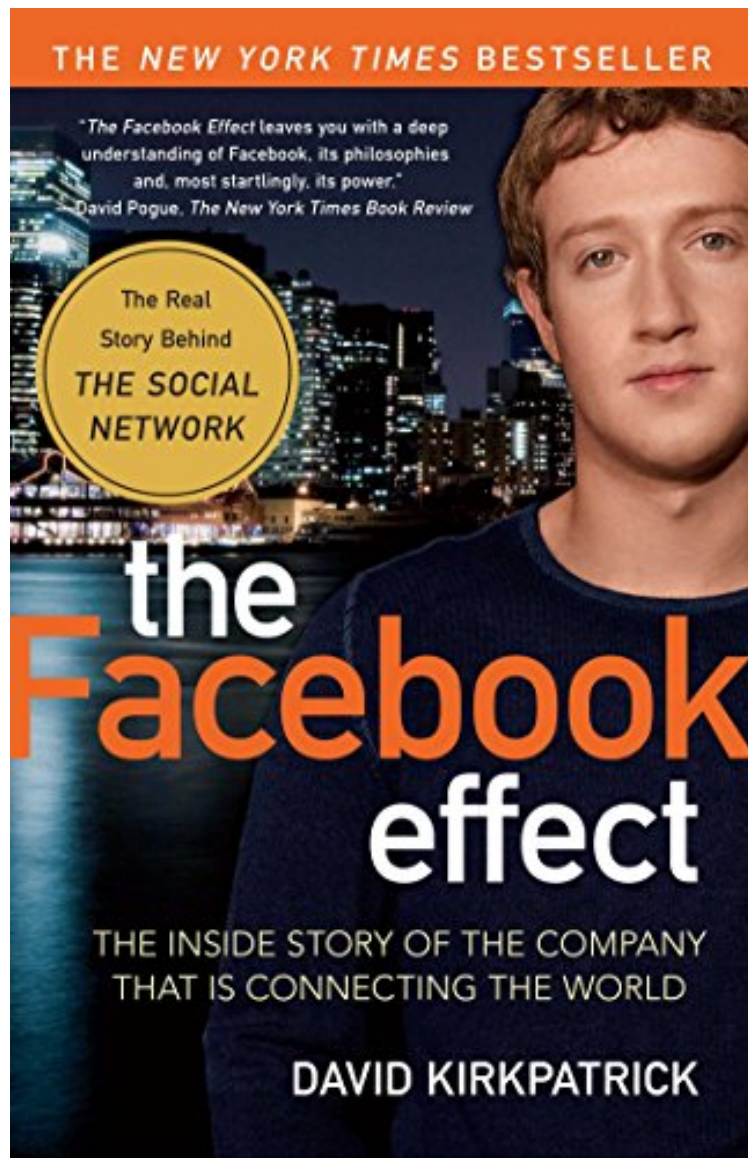


[FREE] The Facebook Effect: The Inside Story of the Company That Is Connecting the World

## The Facebook Effect: The Inside Story of the Company That Is Connecting the World

David Kirkpatrick

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**David Kirkpatrick : The Facebook Effect: The Inside Story of the Company That Is Connecting the World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Facebook Effect: The Inside Story of the Company That Is Connecting the World:

2 of 2 people found the following review helpful. Inside View Shows The Forming Of Facebook By William P Ross The Facebook Effect provides an insider's view of what Facebook was like in the early days. One of the most

interesting aspects of the story is how uncertain the success of the company was. At many points it seemed like the company bordered on the line of crisis, but Zuckerberg and his team were able to adapt and handle the challenges. The book is engaging as it tells the story. One of the more interesting stories was when one of the original owners of Facebook decided to not pay the bill for the Facebook servers. Tensions around this event ran high and the company was fortunate to survive this event unscathed. It seems this is the only novel which was granted behind-the-scenes access to the actual story and provides some insight to Zuckerberg's thought process. I found the parts about the impact of Facebook on society to be less impressive as many of the insights seemed like common sense to me. It would have been nice to see more analysis of the role Facebook plays in society. Although it appears the goal of the book was to focus on the Facebook story.

0 of 0 people found the following review helpful. Facebook has a really interesting history... By Kaitor Tot Kirkpatrick really makes "The Facebook Effect" an easy read. It would be well suited for anyone looking to better understand the beginnings of Facebook. Many of the people at Facebook, including Zuckerberg, were involved in "The Facebook Effect," but the book is not all praise, which is nice. The book is set-up as a timeline of Facebook's evolution - which is sort of funny considering the new layout on Facebook currently. Throughout the book, Kirkpatrick emphasizes the effect social networking sites have had on the way people interact with each other. While nicely describing the evolution of Facebook, "The Facebook Effect" could have detailed how businesses use Facebook a bit more like promised in the Prologue. The book mainly focuses on the company and a bit on how consumers use Facebook. It would have been nice to read more information about Facebook's users instead of mainly company information. The user information seemed sort of thrown into the book toward the end. Even with "The Facebook Effect's" faults, the book was still engaging and an interesting read. Kirkpatrick spent a good amount of time discussing Zuckerberg and Facebook's willingness to change, which was a good thing. Much like every day, real life, social networking sites need to evolve and not remain stagnant. Even newer emerging niche social networking sites, such as Pinterest, allow for Facebook integration. Zuckerberg was smart in allowing Pinterest to utilize Facebook. The integration allows for both sites to flourish without explicitly taking users away from each other.

1 of 1 people found the following review helpful. An insightful glimpse By matheus Kirkpatrick's story of Facebook is an intricately woven narrative of the forces that led to Facebook's genesis, its unlikely sustenance, and the ironic unity of Facebook's CEO's core values of primal ruthlessness and "staying in touch with friends." Zuckerberg drives the book, unequivocally. Were it not for him, Facebook would have more than likely been acquired, fundamentally changed, or kicked out of the market years ago. Zuckerberg embraces an unusual value set that he uses to drive himself forward through difficult situations where others would likely crack. His commitment to enabling humanity's interconnection is only rivaled by his inflexible style of management, in which cohorts are ultimately very vulnerable. He would alternate statements like "Now you know who you're fighting!" with "Like, what we're trying to do is connect the world, right?" But what this apparent contradiction really reveals is a deeply held sense of what it takes to succeed in an unforgiving business environment, not unlike that of Steve Jobs. Aside from the book's merits in telling the story of Facebook's developments, which are clear from the other reviews, what this book really offers is a picture of an individual, Mark Zuckerberg. It's an intriguing tale of how an extremely driven individual who plays their cards right is apt to eventually hit it big.

The exclusive inside story of Facebook and how it has revolutionized the way the world uses the Internet. "A fantastic book, filled with great reporting and colorful narrative" (Walter Isaacson). In little more than half a decade, Facebook has gone from a dorm-room novelty to a company with 500 million users. It is one of the fastest growing companies in history, an essential part of the social life not only of teenagers but hundreds of millions of adults worldwide. As Facebook spreads around the globe, it creates surprising effects; even becoming instrumental in political protests from Colombia to Iran. Veteran technology reporter David Kirkpatrick had the full cooperation of Facebook's key executives in researching this fascinating history of the company and its impact on our lives. Kirkpatrick tells us how Facebook was created, why it has flourished, and where it is going next. He chronicles its successes and missteps, and gives readers the most complete assessment anywhere of founder and CEO Mark Zuckerberg, the central figure in the company's remarkable ascent. This is the Facebook story that can be found nowhere else. How did a nineteen-year-old Harvard student create a company that has transformed the Internet and how did he grow it to its current enormous size? Kirkpatrick shows how Zuckerberg steadfastly refused to compromise his vision, insistently focusing on growth over profits and preaching that Facebook must dominate (his word) communication on the Internet. In the process, he and a small group of key executives have created a company that has changed social life in the United States and elsewhere, a company that has become a ubiquitous presence in marketing, altering politics, business, and even our sense of our own identity. This is the Facebook Effect.

From Publishers Weekly There's never been a Web site like Facebook: more than 350 million people have accounts, and if the growth rate continues, by 2013 every Internet user worldwide will have his or her own page. And no one's had more access to the inner workings of the phenomenon than Kirkpatrick, a senior tech writer at Fortune magazine. Written with the full cooperation of founder Mark Zuckerberg, the book follows the company from its genesis in a

Harvard dorm room through its successes over Friendster and MySpace, the expansion of the user base, and Zuckerberg's refusal to sell. The author is at his best discussing the social implications of the site, from the changing notions of privacy to why and how people use Facebook—increasingly it's to come together around a common interest or cause (the eponymous Facebook Effect). Though significantly more informative, thoughtful, and credible than Ben Mezrich's *The Accidental Billionaires*, it may be hamstrung by its late entry; the furor over Facebook has more or less subsided, and potential readers are more likely to be using the site than to be reading about its origins. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist\*Starred \*

The greatest measure of the appeal of a business narrative is its story-ability, that is, the ways in which the tale of a corporation's ups and downs grabs its readers. Such is the case with *Fortune* magazine journalist Kirkpatrick's look at Facebook and its growth. The reason? In part because its co-founder now CEO Mark Zuckerberg allowed almost unprecedented access to the author—not one but several times. The results seem to mirror Zuckerberg's insistence on an "open and transparent" dialogue with itself and with its customers. Starting from a 2003 Harvard campus Web site created to keep track of schoolmates, Facebook has grown in less than a decade to nearly a half billion users and multimillions in revenues, a growth trajectory credited to its C-suiters' unwavering vision and its continual innovations—including News Feed, multiple applications, and self-service advertising. Talented people, too, add to the explosion that is Facebook; Kirkpatrick's pages are populated with names like Steve Ballmer, Lawrence Summers, Larry Brin, and lesser-known others who've contributed to this social networking phenomenon. Kirkpatrick also keeps his superlatives in check, weaving stories about Zuckerberg and his cadre while clearly showing the warts as well. An intriguing, almost participatory, read. --Barbara Jacobs "As someone who followed the story almost from day one, I was still enlightened, entertained and sometimes dumbfounded by the rich detail and juicy goings-on." --Don Tapscott, *The Globe and Mail* (Toronto)