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



Synopsis

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 Zuckerberg 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.

Book Information

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Customer Reviews

Mike Hoefflinger has delivered a riveting read about Facebook's challenges along its meteoric rise. His insider perspective not only provides fascinating insights into Mark Zuckerberg's visionary strategies, but also weaves in a wealth of information that enables the reader to better understand the story behind the growth of the company and also how Silicon Valley operates. Mike states he is not a journalist like Michael Lewis, but that he is a builder. With this book, he has crafted a compelling and informative narrative that will appeal to a wide audience.

If you want to hear the inside story on Facebook from a guy who's been around the Silicon Valley for a long time and worked for some of the biggest names, get this book. I particularly enjoyed the chapter "How Facebook beat Google." I don't know anything about marketing so it was always a mystery to me why Google+ couldn't give Facebook a run for its money. This chapter explains in great detail how Facebook had already crossed an important threshold in terms of user adoption, which gave it significant advantages over Google+. The chapter goes on to discuss product differentiation requirements and so on. Cool stuff. Whether you're in a big company or a startup, this book this book will teach you a great deal about everything from product development to personalities to marketing and messaging.

Outstanding book about the coming of age of Facebook. Mike has a wonderful way with words. His insight from his time at Facebook makes the information and stories come to life. I highly recommend this book to anybody interested in Facebook, anybody looking to improve their business, and anybody looking for a good read.

Not just an instructive tale about one of our most interesting companies, but a GREAT how-to book for any aspiring businessperson. The author has gone to great lengths to weave the actual story of Facebook with business (and life) lessons learned. The "Thought Starter" that begins each Chapter is inspired!

Experiencing FB from the consumer perspective has a whole different meaning post enjoying deeply "Becoming Facebook". Mike provides detailed insights from the top executives decision making and how they felt from the inception of FB through their journey of building a global audience. He wraps up by offering future challenges and insights that FB may encounter, that will evoke questions/personal challenges that can be applied to any business you are in. A must read. A fun read. Thanks Mike!

A must read with incredible insight and humor. The thought starters and lessons learned are helpful for anyone in any business and presented in an entertaining way. The story of Facebook during the seven years in this book is about humanity as much as anything else. The inside view of fostering relationships, making connections and the role of social media in our lives is very interesting. I didn't expect to be thinking about navel gazing or bowling as they relate to business - love it!

Brilliant and helpful, with real world application to what seems to most like the unattainable. This book gives us an inside look at what made and makes Facebook a game changing company. But more importantly, the challenges that Mr. Hoefflinger describes can be applied to startups and companies of any size or industry. I could not put it down!

Very happy with the quality

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