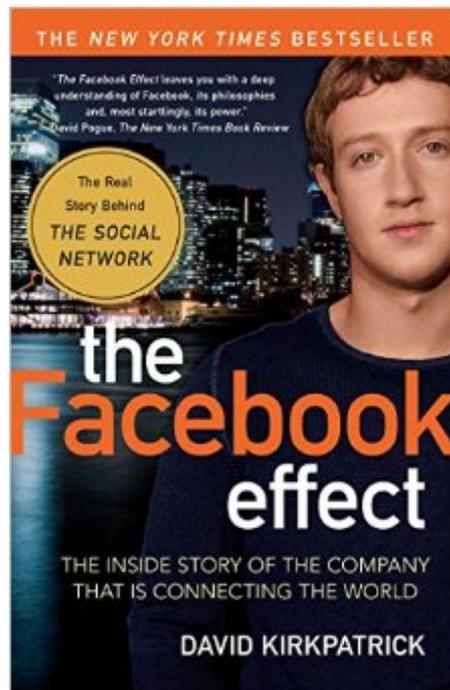


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# The Facebook Effect: The Inside Story Of The Company That Is Connecting The World



## Synopsis

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.

## Book Information

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## Customer Reviews

Remarkably detailed history of a unique company. Kirkpatrick, a scrupulous journalist, who was encouraged to write the book by Facebook's controversial founder, gives a detailed play-by-play of how Facebook amassed half a billion users. He provides a fascinating history of how the company was built, and manages to touch upon most of the controversies surrounding it. But, perhaps because of the access given to him by Zuckerberg, the founder and not-so-benevolent dictator running the company, he avoids any substantial critique of the actions and motivations of the facebook management team. Possibly because of the book's timing - it must have been completed in April or so - he doesn't address the company's most recent issues and, most importantly, he provides little insight to help the reader understand Zuckerberg and why and how he manages to get himself into so much trouble, particularly around the topic of user privacy, though we get plenty of anecdotes about his behavior and maturation. There is also very little reflection about where Internet advances, as exemplified by facebook, will take our economy or society. But this is still a "must read" for anyone interested in the evolution of the Internet and how facebook got here and managed to monopolize billions of hours of our collective attention.

I've just finished reading *The Facebook Effect*, and it was like a movie I didn't want to end. I'm considering reading it again. As a budding internet startup entrepreneur, learning from major successes, such as Facebook, is incredibly valuable. The problem is, where can you learn about the juicy details that essentially positioned a company like Facebook to be so ubiquitous? Details such as:- how Facebook gained so much traffic early on- how they scaled the site school by school- the major decisions Mark and his team grappled with at every stage- the strategy and thought process that went through Zuckerberg's mind- how they raised their first dollar of investment- what sort of information did they pitch their first professional investors- etc...It includes everything that an internet startup entrepreneur would want to know, encapsulated in one of the world's most fascinating phenomenon -- *The Facebook Effect*. Enjoy.

Kirkpatrick was for years one of *Fortune's* best writers, and that talent is on full display here. He assesses the often broad and complex situations around facebook deftly, in accessible and subtle ways. But it's when he lets his interview subjects speak in their own words -- from founder to current and past executives to investors -- that the book really shines. It's better than a good book, it's an

important book.

There are really two parts to this book: the story of how Facebook started and a general set of essays outlining the author's thoughts on the impact of Facebook and social media on society in general. I suppose my slight issue with Kirkpatrick's offering is that the two different parts are somewhat intermingled and interfere somewhat in the flow of the Facebook story itself (which is really what I bought the book for). These story of Facebook's founding and growth are actually very interesting and paints a portrait of Zuckerberg that is both different and the same very to his recent film portrayal; different because he isn't portrayed as a sociopath here but the same because, well, it is pretty odd not to agree to walk away with \$250M cash at age 22 for 2 years work. The "story" seems to peter out in around early 2009 and the rest of the book really focuses on the societal impact (or the author's interpretation of them).

I originally purchased this book because I thought it was required reading for someone like me who works in Silicon Valley. However, after a few chapters, I realized this could be one of the top ten business books of the decade and...it was fun to read. Here is why I found it so enlightening:-The book was filled with anecdotal stories of incredible financial and business growth challenges, potential technology disasters and public opinion/communication crises--that for the most, were handled swiftly and successfully. Valuable lessons learned were scattered throughout the book, cover to cover. The author made you feel like you were part of the team taking the company through its first five years of phenomenal growth.-Mark Zuckerberg. You will learn about one of the most visionary CEOs of our time by the way he handled the above mentioned situations, his passion for transparency, philosophy on the "gift economy" and vision of global communication and via a number of direct quotes that the author chose to include (and noted below):"The best thing we can do is to move smoothly with the world around us, and to have constant competition, not build walls."(commenting on the possible integration of Facebook across the Web)"We're a vehicle that gives people the power to share information, so we are driving that trend. We also have to live by it."(commenting on user backlash and potential government intervention)-Finally leveraging social media as a global communications platform; the book contains a bevy of inspirational examples of the potential for positive change--a glimpse into the future, that we should all be aware of.

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