

The Facebook Effect Inside Story Of Company That Is Connecting World David Kirkpatrick

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The Chaos Machine - Max Fisher 2022-09-06
From a New York Times investigative reporter and Pulitzer Prize finalist, “an essential book for our times” (Ezra Klein), tracking the high-stakes

inside story of how Big Tech’s breakneck race to drive engagement—and profits—at all costs fractured the world We all have a vague sense that social media is bad for our minds, for our

children, and for our democracies. But the truth is that its reach and impact run far deeper than we have understood. Building on years of international reporting, Max Fisher tells the gripping and galling inside story of how Facebook, Twitter, YouTube, and other social networks, in their pursuit of unfettered profits, preyed on psychological frailties to create the algorithms that drive everyday users to extreme opinions and, increasingly, extreme actions. As Fisher demonstrates, the companies' founding tenets, combined with a blinkered focus maximizing engagement, have led to a destabilized world for everyone. Traversing the planet, Fisher tracks the ubiquity of hate speech and its spillover into violence, ills that first festered in far-off locales to their dark culmination in America during the pandemic, the 2020 election, and the Capitol Insurrection. Through it all, the social-media giants refused to intervene in any meaningful way, claiming to champion free speech when in fact what they

most prized were limitless profits. The result, as Fisher shows, is a cultural shift toward a world in which people are polarized not by beliefs based on facts, but by misinformation, outrage, and fear. His narrative is about more than the villains, however. Fisher also weaves together the stories of the heroic outsiders and Silicon Valley defectors who raised the alarm and revealed what was happening behind the closed doors of Big Tech. Both panoramic and intimate, *The Chaos Machine* is the definitive account of the meteoric rise and troubled legacy of the tech titans, as well as a rousing and hopeful call to arrest the havoc wreaked on our minds and our world before it's too late.

Billionaire Boy: Mark Zuckerberg: In His Own Words - George Beahm 2013-02-01

Billionaire Boy: Mark Zuckerberg in his own words is a revealing insight into the mind and vision of the world's youngest billionaire and founder and CEO of Facebook. The Mark Zuckerberg most people know is the one

depicted in Academy Award-winning film *The Social Network*: a nerdy, insecure and socially awkward young man - hardly the image of a topflight CEO in command of one of the world's largest and most successful companies.

Achieving the growth of Facebook as fast as Zuckerberg has is no mean feat, especially when you consider he had never raised a dollar from investors nor managed a single employee before. At the helm of Facebook, Zuckerberg not only has to run fast to maintain the company's high profile success, but also needs to fight to stay ahead of some of the richest, most talented and most aggressive companies in the world. In this collection of quotations taken from interviews, presentations, media announcements and more, we see a new breed of business leader with a new way of thinking about business and success in a constantly changing world.

THE MAKING OF THE GREATEST JEFF

BEZOS - Sangeeta Pandey 2019-09

The story of Jeff Bezos, a man who redefined

innovation, leadership and, of course, wealth. This book looks at some of the defining moments and key incidents from the life of Jeffrey Preston Bezos, the world's first billionaire, and the journey he undertook to make Amazon the most valued company in the world. Amazon's brilliant, visionary founder, Jeff Bezos, continues to be the driving force behind the Companies astounding and continued success.

Zero to One - Peter Thiel 2014-09-16

#1 NEW YORK TIMES BESTSELLER • “This book delivers completely new and refreshing ideas on how to create value in the world.”—Mark Zuckerberg, CEO of Meta “Peter Thiel has built multiple breakthrough companies, and *Zero to One* shows how.”—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In *Zero to One*, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel

begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about

innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

Alibaba's World - Porter Erisman 2015-05-12
In September 2014, a Chinese company that most Americans had never heard of held the largest IPO in history – bigger than Google, Facebook and Twitter combined. Alibaba, now the world's largest e-commerce company, mostly escaped Western notice for over ten years, while building a customer base more than twice the size of Amazon's, and handling the bulk of e-commerce transactions in China. How did it happen? And what was it like to be along for such a revolutionary ride? In Alibaba's World, author Porter Erisman, one of Alibaba's first Western employees and its head of international marketing from 2000 to 2008, shows how Jack Ma, a Chinese schoolteacher who twice failed his college entrance exams, rose from obscurity to found Alibaba and lead it from struggling startup to the world's most dominant e-

commerce player. He shares stories of weathering the dotcom crash, facing down eBay and Google, negotiating with the unpredictable Chinese government, and enduring the misguided advice of foreign experts, all to build the behemoth that's poised to sweep the ecommerce world today. And he analyzes Alibaba's role as a harbinger of the new global business landscape—with its focus on the East rather than the West, emerging markets over developed ones, and the nimble entrepreneur over the industry titan. As we face this near future, the story of Alibaba—and its inevitable descendants—is both essential and instructive. *The Everything Store* - Brad Stone 2013-10-15

The authoritative account of the rise of Amazon and its intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller.

He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. *The Everything Store* is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read. *No Filter* - Sarah Frier 2021-09-28

"Award-winning reporter Sarah Frier reveals an

inside, never-before-told, behind-the-scenes look at how Instagram defied the odds to become one of the most culturally defining apps of the decade"--

In Praise of Strong Women - David Kirkpatrick
2009-08-31

An unflinching memoir that honours the girls and women that influenced Kirkpatrick as they are forced to deal with life crises that are often kept out of sight in modern society birth, illness war and death.

alibaba - Liu Shiyong 2009-10-06

The first in-depth look at the multibillion-dollar company Alibaba.com—known to many as "China's eBay"—and the inspirational story behind the man who created it. A bestseller in China and now translated into English and updated with recent events, *Alibaba* by Liu Shiyong and Martha Avery tells the remarkable story behind the Internet phenomenon Alibaba.com and its founder Jack Ma, a man Barron's named one of the World's Top 30 CEOs

in 2008. Ma's rise to prominence presents a riveting story: Despite growing up in China during the Cultural Revolution—in a period of total state control of the economy—he developed the keen entrepreneurial instincts that propelled him to billionaire status and enabled him to build a company outside the usual government channels. These instincts and habits incorporated martial arts training and allowed him to recognize, early on, that the Internet could leverage his company to rapid growth and also transform the way business is done around the world. Alibaba.com, where businesses can buy and sell everything from air beds to zippers, started with a modest initial investment of \$60,000 and has grown exponentially since its founding in 1999 to become the world's biggest business-to-business Web site. In 2007 it became the second largest IPO in history (after Google), and *Fast Company* has named it one of the world's most innovative companies. As a result, smart investors and technology insiders will be

keeping a close eye on Alibaba for years to come. Whether you're seeking to understand China's meteoric rise, or just searching for the next Google, Yahoo!, or Amazon, Alibaba is crucial reading.

How to Turn Down a Billion Dollars - Billy Gallagher 2018-02-13

The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In the tradition of great business narratives, this book offers the definitive account of a company whose goal is no less than to remake the future of entertainment.

Lessons from a Third Grade Dropout - Rick Rigsby 2019-02-05

A USA TODAY and Wall Street Journal bestseller! Learn how to live a life of character and integrity—by following the simple advice of a third grade dropout. Be inspired by the book behind Dr. Rick Rigsby's viral graduation

speech. After his wife died, Rick Rigsby was ready to give up. The bare minimum was good enough. Rigsby was content to go through the motions, living out his life as a shell of himself. But then he remembered the lessons his father taught him years before— incredibly simple, yet incredibly profound. These lessons weren't about advanced mathematics or the secrets of the stock market. They were quite straightforward, in fact, as Rigsby's father never made it through third grade. But if this man's instructions were powerful enough to inspire one of his children to earn a Ph.D. and another to become a judge—imagine what they can do for you. While Rick Rigsby's father was a third-grade dropout, he was a man who never hid behind any excuse. A man who never allowed his problems or lack of a formal education to determine his present or affect his future. A man who realized that destiny was a choice and not a chance. In *Lessons from a Third Grade Dropout*, Rigsby shares the simple lessons from his father

that will transform your mindset, including: Remain true to yourself Think the best at all times Give your best regardless of the circumstances Keep standing no matter what Join Rigsby as he dusts off time-tested beliefs and shares his father's impactful, far-reaching story—of how a life can be enhanced, of how a corporate culture can be changed, of how a family can be united—by living the simple lessons of a third-grade dropout.

Antisocial Media - Siva Vaidhyanathan
2018-05-15

A fully updated paperback edition that includes coverage of the key developments of the past two years, including the political controversies that swirled around Facebook with increasing intensity in the Trump era. If you wanted to build a machine that would distribute propaganda to millions of people, distract them from important issues, energize hatred and bigotry, erode social trust, undermine respectable journalism, foster doubts about

science, and engage in massive surveillance all at once, you would make something a lot like Facebook. Of course, none of that was part of the plan. In this fully updated paperback edition of Antisocial Media, including a new chapter on the increasing recognition of—and reaction against—Facebook's power in the last couple of years, Siva Vaidhyanathan explains how Facebook devolved from an innocent social site hacked together by Harvard students into a force that, while it may make personal life just a little more pleasurable, makes democracy a lot more challenging. It's an account of the hubris of good intentions, a missionary spirit, and an ideology that sees computer code as the universal solvent for all human problems. And it's an indictment of how "social media" has fostered the deterioration of democratic culture around the world, from facilitating Russian meddling in support of Trump's election to the exploitation of the platform by murderous authoritarians in Burma and the Philippines.

Both authoritative and trenchant, Antisocial Media shows how Facebook's mission went so wrong.

[The Science of Growth](#) - Sean Ammirati
2016-04-26

The lean entrepreneurship movement has captivated Silicon Valley and entrepreneurs across the country. It provided an agile framework to develop the right product solution for a given target market, and is now used by almost every fledgling company to do just that. The next challenge is growth - to achieve the financial returns and, more importantly, the impact they dreamed of when starting off on their adventure. Why do some companies realize the VC's goal of a 10x return on investment, while others flounder? What differentiates the companies that become part of the fabric of our lives and remain responsive, no matter how big they get from those that quickly fade? To find out, Ammirati looks at 20 different companies in pairs, who have achieved product-market fit at

about the same point in history with the same general target customer-one of which has gone on to achieve real scale, while the other languished. As his research reveals, just a handful of choices-among them, who to partner with, how to finance growth, and how to use data-make all the difference in the world. With such intriguing examples as LinkedIn vs. Spoke, Facebook vs. Friendster, and McDonald's vs. White Castle, Ammirati shows the secret of "the science of growth" and how to cultivate it in any organization.

Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO
Mark Zuckerberg - Ekaterina Walter
2013-04-12

Wall Street Journal Bestseller Make Your Mark in the World with the Five Success Principles of the World-Changing Social Media Site If Facebook were a country, it would be the third largest in the world. Facebook accounts for one of every seven minutes spent online. More than

one billion pieces of content are shared on Facebook. There's no doubt about it. Mark Zuckerberg's creation has changed the world. Literally. Facebook has singlehandedly revolutionized the way more than one-seventh of the world's population communicates, engages, and consumes information. If you run a business or plan to start one, you're probably asking yourself the same question organizational leaders worldwide are asking: What did Mark Zuckerberg do right? At long last, the answer is here. Think Like Zuck examines the five principles behind Facebook's meteoric rise, presented in actionable lessons anyone can apply—in any organization, in any industry. Written by social business trailblazer Ekaterina Walter, this groundbreaking book reveals the five "P"s of Facebook's success: PASSION—Keep your energy and commitment fully charged at all times by pursuing something you believe in PURPOSE—Don't just create a great product; drive a meaningful movement PEOPLE—Build

powerful teams that can execute your vision PRODUCT—Create a product that is innovative, that breaks all the rules, that changes everything PARTNERSHIPS—Build powerful partnerships with people who fuel imagination and energize execution Packed with examples of Facebook's success principles in action—as well as those of Zappos, TOMS, Threadless, Dyson, and other companies—Think Like Zuck gives you the inspiration, knowledge, and insight to make your own mark in the world, to build a business that makes a difference, and to lead your organization to long-term profitability and growth. "Think Like Zuck is a fascinating look at how entrepreneurial vision drives success. If you want more out of work than just a job, if you have the burning desire to build something of lasting value, then this is your guide." —DAVID MEERMAN SCOTT, bestselling author of The New Rules of Marketing and PR "Whether you're a seasoned business executive or the next Mark Zuckerberg in your dorm room right now, this

book is a must-read! Two likeable thumbs up!”
—DAVE KERPEN, New York Times bestselling author of Likeable Social Media and Likeable Business “True success lies at the place where passion and purpose collide—this book will help you uncover yours.” —JOHN JANTSCH, bestselling author of Duct Tape Marketing and The Commitment Engine “Think Like Zuck is a must-read for any innovator, social entrepreneur, or business owner looking to capitalize on the success of Facebook to propel and realize their own vision.” —SIMON MAINWARING, New York Times bestselling author of We First “This book takes you on the ride of a lifetime and shows you how YOU can be successful! The question is: What does it take? Ekaterina gives us the answers!” —JEFFREY HAYZLETT, bestselling author of Running the Gauntlet and global business celebrity “In Think Like Zuck, you will find important principles to infuse meaning into your business strategies and inspire change. Don’t just read this book; use it.”

—SHAWN ACHOR, author of the international bestseller The Happiness Advantage
Can't Hurt Me - David Goggins 2021-04-01
New York Times Bestseller Over 2.5 million copies sold For David Goggins, childhood was a nightmare - poverty, prejudice, and physical abuse colored his days and haunted his nights. But through self-discipline, mental toughness, and hard work, Goggins transformed himself from a depressed, overweight young man with no future into a U.S. Armed Forces icon and one of the world's top endurance athletes. The only man in history to complete elite training as a Navy SEAL, Army Ranger, and Air Force Tactical Air Controller, he went on to set records in numerous endurance events, inspiring Outside magazine to name him The Fittest (Real) Man in America. In this curse-word-free edition of Can't Hurt Me, he shares his astonishing life story and reveals that most of us tap into only 40% of our capabilities. Goggins calls this The 40% Rule, and his story illuminates a path that anyone can

follow to push past pain, demolish fear, and reach their full potential.

Spies of the Balkans - Alan Furst 2010

A tale set in World War II Macedonia finds senior police official Costa Zannis working with a resistance cell and secret operatives from various European regions to organize an escape route from Berlin to neutral Turkey. By the author of *The Spies of Warsaw*.

The Age of Surveillance Capitalism - Shoshana Zuboff 2019-01-15

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called "surveillance capitalism," and the quest by powerful corporations to predict and control our behavior. In this masterwork of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in

the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in ominous new "behavioral futures markets," where predictions about our behavior are bought and sold, and the production of goods and services is subordinated to a new "means of behavioral modification." The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a "Big Other" operating in the interests of surveillance capital. Here is the crucible of an unprecedented form of power marked by extreme concentrations of knowledge and free from democratic oversight. Zuboff's comprehensive and moving analysis lays bare the threats to twenty-first century society: a controlled "hive" of total connection that seduces with promises of total certainty for maximum profit -- at the

expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future -- if we let it.

Facebook - Steven Levy 2020-02-25

One of the Best Technology Books of 2020—Financial Times “Levy’s all-access Facebook reflects the reputational swan dive of its subject. . . . The result is evenhanded and devastating.”—San Francisco Chronicle “[Levy’s] evenhanded conclusions are still damning.”—Reason “[He] doesn’t shy from asking the tough questions.”—The Washington Post “Reminds you the HBO show Silicon Valley did not have to reach far for its satire.”—NPR.org The definitive history, packed with untold stories, of one of America’s most controversial and powerful companies: Facebook As a college sophomore, Mark Zuckerberg created a simple website to serve as a campus social network. Today, Facebook is nearly

unrecognizable from its first, modest iteration. In light of recent controversies surrounding election-influencing “fake news” accounts, the handling of its users’ personal data, and growing discontent with the actions of its founder and CEO—who has enormous power over what the world sees and says—never has a company been more central to the national conversation. Millions of words have been written about Facebook, but no one has told the complete story, documenting its ascendancy and missteps. There is no denying the power and omnipresence of Facebook in American daily life, or the imperative of this book to document the unchecked power and shocking techniques of the company, from growing at all costs to outmaneuvering its biggest rivals to acquire WhatsApp and Instagram, to developing a platform so addictive even some of its own are now beginning to realize its dangers. Based on hundreds of interviews from inside and outside Facebook, Levy’s sweeping narrative of

incredible entrepreneurial success and failure digs deep into the whole story of the company that has changed the world and reaped the consequences.

Midnight in Chernobyl - Adam Higginbotham
2020-02-04

A New York Times Best Book of the Year A Time Best Book of the Year A Kirkus Reviews Best Nonfiction Book of the Year 2020 Andrew Carnegie Medals for Excellence Winner From journalist Adam Higginbotham, the New York Times bestselling “account that reads almost like the script for a movie” (The Wall Street Journal)—a powerful investigation into Chernobyl and how propaganda, secrecy, and myth have obscured the true story of one of the history’s worst nuclear disasters. Early in the morning of April 26, 1986, Reactor Number Four of the Chernobyl Atomic Energy Station exploded, triggering one of the twentieth century’s greatest disasters. In the thirty years since then, Chernobyl has become lodged in the

collective nightmares of the world: shorthand for the spectral horrors of radiation poisoning, for a dangerous technology slipping its leash, for ecological fragility, and for what can happen when a dishonest and careless state endangers its citizens and the entire world. But the real story of the accident, clouded from the beginning by secrecy, propaganda, and misinformation, has long remained in dispute. Drawing on hundreds of hours of interviews conducted over the course of more than ten years, as well as letters, unpublished memoirs, and documents from recently-declassified archives, Adam Higginbotham brings the disaster to life through the eyes of the men and women who witnessed it firsthand. The result is a “riveting, deeply reported reconstruction” (Los Angeles Times) and a definitive account of an event that changed history: a story that is more complex, more human, and more terrifying than the Soviet myth. “The most complete and compelling history yet” (The Christian Science

Monitor), Higginbotham's "superb, enthralling, and necessarily terrifying...extraordinary" (The New York Times) book is an indelible portrait of the lessons learned when mankind seeks to bend the natural world to his will—lessons which, in the face of climate change and other threats, remain not just vital but necessary.

The Founders - Jimmy Soni 2022-02-22

National Bestseller * New York Times Editors' Choice * Financial Times "Books to Read in 2022" "A gripping account of PayPal's origins and a vivid portrait of the geeks and contrarians who made its meteoric rise possible" (The Wall Street Journal)—including Elon Musk, Amy Rowe Klement, Peter Thiel, Julie Anderson, Max Levchin, Reid Hoffman, and many others whose stories have never been shared. Today, PayPal's founders and earliest employees are considered the technology industry's most powerful network. Since leaving PayPal, they have formed, funded, and advised the leading companies of our era, including Tesla, Facebook,

YouTube, SpaceX, Yelp, Palantir, and LinkedIn, among many others. As a group, they have driven twenty-first-century innovation and entrepreneurship. Their names stir passions; they're as controversial as they are admired. Yet for all their influence, the story of where they first started has gone largely untold. Before igniting the commercial space race or jumpstarting social media's rise, they were the unknown creators of a scrappy online payments start-up called PayPal. In building what became one of the world's foremost companies, they faced bruising competition, internal strife, the emergence of widespread online fraud, and the devastating dot-com bust of the 2000s. Their success was anything but certain. In *The Founders: The Story of PayPal and the Entrepreneurs Who Shaped Silicon Valley*, award-winning author and biographer Jimmy Soni explores PayPal's turbulent early days. With hundreds of interviews and unprecedented access to thousands of pages of internal

material, he shows how the seeds of so much of what shapes our world today—fast-scaling digital start-ups, cashless currency concepts, mobile money transfer—were planted two decades ago. He also reveals the stories of countless individuals who were left out of the front-page features and banner headlines but who were central to PayPal’s success. Described as “an intensely magnetic chronicle” (The New York Times) and “engrossing” (Business Insider), *The Founders* is a story of iteration and inventiveness—the products of which have cast a long and powerful shadow over modern life. This narrative illustrates how this rare assemblage of talent came to work together and how their collaboration changed our world forever.

[Lean In](#) - Sheryl Sandberg 2013-03-11

The #1 international best seller *In* *Lean In*, Sheryl Sandberg reignited the conversation around women in the workplace. Sandberg is chief operating officer of Facebook and coauthor of *Option B* with Adam Grant. In 2010, she gave

an electrifying TED talk in which she described how women unintentionally hold themselves back in their careers. Her talk, which has been viewed more than six million times, encouraged women to “sit at the table,” seek challenges, take risks, and pursue their goals with gusto. *Lean In* continues that conversation, combining personal anecdotes, hard data, and compelling research to change the conversation from what women can’t do to what they can. Sandberg provides practical advice on negotiation techniques, mentorship, and building a satisfying career. She describes specific steps women can take to combine professional achievement with personal fulfillment, and demonstrates how men can benefit by supporting women both in the workplace and at home. Written with humor and wisdom, *Lean In* is a revelatory, inspiring call to action and a blueprint for individual growth that will empower women around the world to achieve their full potential.

Summary of The Facebook Effect by David Kirkpatrick - QuickRead 2021-10-09

How Facebook became the social media giant it is today. The Facebook Effect (2010) unpacks the success secrets that enabled Facebook to change the future of social media. By exploring Mark Zuckerberg's history, mission statement, and business model, David Kirkpatrick explains why Facebook is more successful than other social media platforms and why it has had such a profound impact on our communication practices. Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. **DISCLAIMER:** This book summary is meant as a summary and an analysis and not a replacement for the original work. If you like this summary please consider purchasing the original book to get the full experience as the original author intended it to be. If you are the original author of any book published on

QuickRead and want us to remove it, please contact us at hello@quickread.com.

Hatching Twitter - Nick Bilton 2014-09-30

The dramatic, unlikely story behind the founding of Twitter, by New York Times bestselling author and Vanity Fair special correspondent The San Francisco-based technology company Twitter has become a powerful force in less than ten years. Today it's everything from a tool for fighting political oppression in the Middle East to a marketing must-have to the world's living room during live TV events to President Trump's preferred method of communication. It has hundreds of millions of active users all over the world. But few people know that it nearly fell to pieces early on. In this rousing history that reads like a novel, Hatching Twitter takes readers behind the scenes of Twitter's early exponential growth, following the four hackers—Ev Williams, Jack Dorsey, Biz Stone, and Noah Glass, who created the cultural juggernaut practically by accident. It's a drama of betrayed friendships

and high-stakes power struggles over money, influence, and control over a company that was growing faster than they could ever imagine. Drawing on hundreds of sources, documents, and internal e-mails, Bilton offers a rarely-seen glimpse of the inner workings of technology startups, venture capital, and Silicon Valley culture.

The Facebook Effect - David Kirkpatrick
2012-06-26

Today - six years after it was created in a Harvard dorm room - over 500 million people use Facebook regularly, in just about every country on earth. That a company this powerful and influential was started as a lark by a couple of 19-year-olds makes it a fascinating and surprising tale. That one of them, the visionary Mark Zuckerberg, had the maturity, strategic smarts and luck to keep his company ahead of its rivals anchors the tale. With exclusive inside access to all the company's leaders David Kirkpatrick tells of the vision, the tenacity, the

refusal to compromise, and the vision Zuckerberg has to remake the internet. A brilliant and fascinating cast of characters created Facebook and Kirkpatrick has interviewed all of them. Never before have Zuckerberg and his closest colleagues told what really happened as they built their dynamo while eating fast food, staying up all night, and thumbing their noses at how things are usually done.

The Upstarts - Brad Stone 2017-01-31
ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the

spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

The Negro Motorist Green Book - Victor H. Green

The idea of "The Green Book" is to give the Motorist and Tourist a Guide not only of the Hotels and Tourist Homes in all of the large

cities, but other classifications that will be found useful wherever he may be. Also facts and information that the Negro Motorist can use and depend upon. There are thousands of places that the public doesn't know about and aren't listed. Perhaps you know of some? If so send in their names and addresses and the kind of business, so that we might pass it along to the rest of your fellow Motorists. You will find it handy on your travels, whether at home or in some other state, and is up to date. Each year we are compiling new lists as some of these places move, or go out of business and new business places are started giving added employment to members of our race.

Blitzscaling - Reid Hoffman 2018-10-09

Foreword by Bill Gates LinkedIn cofounder, legendary investor, and host of the award-winning Masters of Scale podcast reveals the secret to starting and scaling massively valuable companies. What entrepreneur or founder doesn't aspire to build the next Amazon,

Facebook, or Airbnb? Yet those who actually manage to do so are exceedingly rare. So what separates the startups that get disrupted and disappear from the ones who grow to become global giants? The secret is blitzscaling: a set of techniques for scaling up at a dizzying pace that blows competitors out of the water. The objective of Blitzscaling is not to go from zero to one, but from one to one billion –as quickly as possible. When growing at a breakneck pace, getting to next level requires very different strategies from those that got you to where you are today. In a book inspired by their popular class at Stanford Business School, Hoffman and Yeh reveal how to navigate the necessary shifts and weather the unique challenges that arise at each stage of a company's life cycle, such as: how to design business models for igniting and sustaining relentless growth; strategies for hiring and managing; how the role of the founder and company culture must evolve as the business matures, and more. Whether your

business has ten employees or ten thousand, Blitzscaling is the essential playbook for winning in a world where speed is the only competitive advantage that matters.

Zucked - Roger McNamee 2019-02-05

One of the Financial Times' Best Business Books of 2019 The New York Times bestseller about a noted tech venture capitalist, early mentor to Mark Zuckerberg, and Facebook investor, who wakes up to the serious damage Facebook is doing to our society—and sets out to try to stop it. If you had told Roger McNamee even three years ago that he would soon be devoting himself to stopping Facebook from destroying our democracy, he would have howled with laughter. He had mentored many tech leaders in his illustrious career as an investor, but few things had made him prouder, or been better for his fund's bottom line, than his early service to Mark Zuckerberg. Still a large shareholder in Facebook, he had every good reason to stay on the bright side. Until he simply couldn't. *Zucked*

is McNamee's intimate reckoning with the catastrophic failure of the head of one of the world's most powerful companies to face up to the damage he is doing. It's a story that begins with a series of rude awakenings. First there is the author's dawning realization that the platform is being manipulated by some very bad actors. Then there is the even more unsettling realization that Zuckerberg and Sheryl Sandberg are unable or unwilling to share his concerns, polite as they may be to his face. And then comes the election of Donald Trump, and the emergence of one horrific piece of news after another about the malign ends to which the Facebook platform has been put. To McNamee's shock, even still Facebook's leaders duck and dissemble, viewing the matter as a public relations problem. Now thoroughly alienated, McNamee digs into the issue, and fortuitously meets up with some fellow travelers who share his concern, and help him sharpen its focus. Soon he and a dream team of Silicon Valley

technologists are charging into the fray, to raise consciousness about the existential threat of Facebook, and the persuasion architecture of the attention economy more broadly—to our public health and to our political order. Zucked is both an enthralling personal narrative and a masterful explication of the forces that have conspired to place us all on the horns of this dilemma. This is the story of a company and its leadership, but it's also a larger tale of a business sector unmoored from normal constraints, just at a moment of political and cultural crisis, the worst possible time to be given new tools for summoning the darker angels of our nature and whipping them into a frenzy. Like Jimmy Stewart in *Rear Window*, Roger McNamee happened to be in the right place to witness a crime, and it took him some time to make sense of what he was seeing and what we ought to do about it. The result of that effort is a wise, hard-hitting, and urgently necessary account that crystallizes the issue

definitively for the rest of us.

An Ugly Truth - Sheera Frenkel 2021-07-13
INSTANT NEW YORK TIMES BESTSELLER //
WINNER OF THE SABEW BEST IN BUSINESS
AWARD A Book of the Year: Fortune, Foreign
Affairs, The Times (London), Cosmopolitan,
TechCrunch, WIRED “The ultimate takedown.” -
New York Times Book Review Award-winning
New York Times reporters Sheera Frenkel and
Cecilia Kang unveil the tech story of our times in
a riveting, behind-the-scenes exposé that offers
the definitive account of Facebook’s fall from
grace. Once one of Silicon Valley’s greatest
success stories, Facebook has been under
constant fire for the past five years, roiled by
controversies and crises. It turns out that while
the tech giant was connecting the world, they
were also mishandling users’ data, spreading
fake news, and amplifying dangerous, polarizing
hate speech. The company, many said, had
simply lost its way. But the truth is far more
complex. Leadership decisions enabled, and then

attempted to deflect attention from, the crises.
Time after time, Facebook’s engineers were
instructed to create tools that encouraged
people to spend as much time on the platform as
possible, even as those same tools boosted
inflammatory rhetoric, conspiracy theories, and
partisan filter bubbles. And while consumers and
lawmakers focused their outrage on privacy
breaches and misinformation, Facebook
solidified its role as the world’s most voracious
data-mining machine, posting record profits, and
shoring up its dominance via aggressive
lobbying efforts. Drawing on their unrivaled
sources, Sheera Frenkel and Cecilia Kang take
readers inside the complex court politics,
alliances and rivalries within the company to
shine a light on the fatal cracks in the
architecture of the tech behemoth. Their
explosive, exclusive reporting led them to a
shocking conclusion: The missteps of the last
five years were not an anomaly but an
inevitability—this is how Facebook was built to

perform. In a period of great upheaval, growth has remained the one constant under the leadership of Mark Zuckerberg and Sheryl Sandberg. Both have been held up as archetypes of uniquely 21st century executives—he the tech “boy genius” turned billionaire, she the ultimate woman in business, an inspiration to millions through her books and speeches. But sealed off in tight circles of advisers and hobbled by their own ambition and hubris, each has stood by as their technology is coopted by hate-mongers, criminals and corrupt political regimes across the globe, with devastating consequences. In An Ugly Truth, they are at last held accountable.

World According to Twitter - David Pogue
2009-08-15

The wit and wisdom of the Twittersphere captured in a hilarious, occasionally poignant, and often useful collection of hand-picked tweets. New York Times technology columnist David Pogue has tapped into the brilliance of his half-million followers on Twitter by posting a

different, thought-provoking question every night. The questions ranged from the earnest ("What's your greatest regret?") to the creative ("Make up a concept for a doomed TV show") to the curious ("What's your great idea to improve the cell phone?"). Out of 25,000 tweets, Pogue has gathered the very best 2,524 into this irresistible, clever, laugh-out-loud funny book. The World According to Twitter is truly a grand social networking experiment, in which thousands of voices have come together to produce a unique and wonderful record of shared human experience. Some samples: Compose the subject line of an email message you really, really don't want to open. To my former sexual partners, as required by law (@markowitz) RE: What seems to have been your car (@pumpkinshirt) From: Your Publisher. Subject: Ha, good one! Could you send the real chapter now, please? (@ Lookshelves) Make up a prequel to a famous movie. Mr. Smith MapQuests Washington (michaelbuckman)

Snakes in the Terminal (@justinchambers)
We're Running Low on Mohicans (@rllewis)
There Goes Private Ryan...I Hope He'll Be OK
(@slightly99) Describe your 15 minutes of fame.
My stepfather was "The agony of defeat" guy on
ABC's Wide World of Sports, before the ski
jumper (he was the car spinning out at Daytona
500). (@BigDaddy978) I juggled for Clinton's
inauguration. 20 minutes of FBI pat-downs, and
then I wound up throwing knives around the
president anyway. (@McEuen) I'm on a Girl
Scout cookie box (have been for 9 years, so it's
longer than 15 minutes)! (@libbyfish) Add 1
letter to a famous person's name. Yo Yo

Inside Facebook - Karel M. Baloun 2007

As an early engineer, I was on the inside during
Facebook's explosive growth. In Inside
Facebook, I'll give you the scoop on the company
as it became the premiere online environment
for U.S. college students, including how and by
whom the products were made, how you can use
them best, views on what makes social networks

so valuable, and where the industry is headed.
You, too, can achieve startup success and attain
your greatest dream; I hope to inspire you
toward fulfilling your potential. "Love the book.
It captures the ethos of the place and a
substantial degree of the vision and drive which
is a secret to success." -David Kopp, Sr. Director,
Community at Yahoo! "Inside Facebook is a
compelling look inside at a fascinating moment.
It's a riveting read. Karel may be an Engineer,
but after reading Inside Facebook you'll see he's
a great storyteller. I couldn't get myself to stop
reading and wanting more." -Ariel McNichol,
CEO of mEgo. "I love the style. It's made for
college students, like Facebook. Karel takes you
into the personalities and minds behind
Facebook. A must read for young entrepreneurs,
and anyone into online social networking." -
Mohammad Naqvi, UCR, creator of Facebook
Notifier at fbQuick.com
Becoming Facebook - Mike Hoefflinger
2017-04-06

You can't create a \$300 billion company by accident in between classes. You may think you know the legendary story behind the beginning of Facebook by wunderkind Harvard student Mark Zuckerberg, but those who were actually there on the inside molding this social media idea into a game-changing, Goliath-sized company know the experience was far more tumultuous and uncertain than one might expect. As a computer engineer turned marketing innovator who worked with COO Sheryl Sandberg, Mike Hoefflinger had a front-row seat to the company's growing pains, stumbles, and reinventions. In *Becoming Facebook*, he shares the challenges faced and lessons learned during the coming-of-age times of the übercompany. Discover from an insider: • How Facebook recovered from its "disastrous" IPO • How the growth team achieved the impossible • Why Facebook's newsfeed ads were the company's most important business decision ever • How Google+ attacked and lost • Why and

how Instagram and WhatsApp were added • And much more! Follow the social media giant from its almost mythical birth all the way to the overwhelming success it has been solidified in today, uncovering the lessons its leaders learned while overcoming setbacks and achieving greatness.

The Silo Effect - Gillian Tett 2016-09-27

An award-winning columnist and journalist describes how businesses that structure their teams into functional departments, or "silos," actually hinder work, cripple innovation, restrict thinking and force normally smart people to ignore risks and opportunities. --

The Circle - Dave Eggers 2013-10-08

A bestselling dystopian novel that tackles surveillance, privacy and the frightening intrusions of technology in our lives—a "compulsively readable parable for the 21st century" (*Vanity Fair*). When Mae Holland is hired to work for the Circle, the world's most powerful internet company, she feels she's been

given the opportunity of a lifetime. The Circle, run out of a sprawling California campus, links users' personal emails, social media, banking, and purchasing with their universal operating system, resulting in one online identity and a new age of civility and transparency. As Mae tours the open-plan office spaces, the towering glass dining facilities, the cozy dorms for those who spend nights at work, she is thrilled with the company's modernity and activity. There are parties that last through the night, there are famous musicians playing on the lawn, there are athletic activities and clubs and brunches, and even an aquarium of rare fish retrieved from the Marianas Trench by the CEO. Mae can't believe her luck, her great fortune to work for the most influential company in the world—even as life beyond the campus grows distant, even as a strange encounter with a colleague leaves her shaken, even as her role at the Circle becomes increasingly public. What begins as the captivating story of one woman's ambition and

idealism soon becomes a heart-racing novel of suspense, raising questions about memory, history, privacy, democracy, and the limits of human knowledge.

The Facebook Effect - David Kirkpatrick
2011-02

An insider's history of the online social network traces the collaborations and conflicts among its founders, the personalities that shaped its development, and the ways in which the site has become an integral part of contemporary culture.

In the Plex - Steven Levy 2021-02-02

"The most interesting book ever written about Google" (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and

Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google's success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google's relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google's rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the “most authoritative...and in many ways the most

entertaining” (James Gleick, The New York Book Review) account of Google to date and offers “an instructive primer on how the minds behind the world's most influential internet company function” (Richard Waters, The Wall Street Journal).

The Accidental Billionaires - Ben Mezrich
2009-07-14

NATIONAL BESTSELLER “The Social Network, the much anticipated movie...adapted from Ben Mezrich's book The Accidental Billionaires.”
—The New York Times Best friends Eduardo Saverin and Mark Zuckerberg had spent many lonely nights looking for a way to stand out among Harvard University's elite, competitive, and accomplished student body. Then, in 2003, Zuckerberg hacked into Harvard's computers, crashed the campus network, almost got himself expelled, and was inspired to create Facebook, the social networking site that has since revolutionized communication around the world. With Saverin's funding their tiny start-up went

from dorm room to Silicon Valley. But conflicting ideas about Facebook's future transformed the friends into enemies. Soon, the undergraduate exuberance that marked their collaboration turned into out-and-out warfare as it fell prey to the adult world of venture capitalists, big money, and lawyers.

Pichai - Jagmohan Bhanver 2016-01-27

An incisive look into the world's most innovative tech company and the man chosen to lead it. On 10 August 2015, an unassuming product expert who learnt his ropes at IIT Kharagpur was declared the next CEO of tech giant Google. Sundar Pichai's appointment was hardly an unexpected one. Pichai is a man known as much for his veritable Midas touch with every product he has developed or led for Google - Chrome, Chrome OS and Android, to name just a few - as for his superlative people skills and open-minded approach to innovation. Yet, the company's decision to restructure its product lines and appoint Pichai as the head of a leaner, more

focused Google, has raised inevitable questions: ? What does Pichai's role augur for the future of the tech giant? ? Will Google consolidate its position for existing products or will they focus on creating new ones? ? And will Pichai transform the organization that Schmidt, Page and Brin created and led, or confirm the belief of a minority of naysayers that he is not yet ready for this daunting role? Pichai: The Future of Google provides answers to these questions while throwing light on Sundar Pichai's childhood and education; his entry into the tech world and quick rise up the ranks in Google; and his key contributions as a leader and tech-guru to Google's most successful properties. Timely and insightful, this book offers a rare glimpse into the fascinating ecosystem of a path-breaking company and shows us what it takes to be a dynamic leader in the 21st century.

Snow Crash - Neal Stephenson 2003-08-26

The "brilliantly realized" (The New York Times Book Review) breakthrough novel from visionary

author Neal Stephenson, a modern classic that predicted the metaverse and inspired generations of Silicon Valley innovators Hiro lives in a Los Angeles where franchises line the freeway as far as the eye can see. The only relief from the sea of logos is within the autonomous city-states, where law-abiding citizens don't dare leave their mansions. Hiro delivers pizza to the mansions for a living, defending his pies from marauders when necessary with a matched set of samurai swords. His home is a shared 20 X 30 U-Stor-It. He spends most of his time goggled in to the Metaverse, where his avatar is legendary. But in the club known as The Black Sun, his fellow hackers are being felled by a weird new drug called Snow Crash that reduces them to nothing more than a jittering cloud of bad digital karma (and IRL, a vegetative state). Investigating the Infocalypse leads Hiro all the way back to the beginning of language itself, with roots in an ancient Sumerian priesthood. He'll be joined by Y.T., a fearless teenaged

skateboard courier. Together, they must race to stop a shadowy virtual villain hell-bent on world domination.

Stealing MySpace - Julia Angwin 2009-03-17

A few years ago, MySpace.com was just an idea kicking around a Southern California spam mill. Scroll down to the present day and MySpace is one of the most visited Internet destinations in America, displaying more than 40 billion webpage views per month and generating nearly \$1 billion annually for Rupert Murdoch's online empire. Even by the standards of the Internet age, the MySpace saga is an astounding growth story, which climaxed with the site's acquisition by Murdoch's News Corporation in 2005 for a sum approaching one billion dollars. But more than that, it may be the defining drama of the digital era. In *Stealing MySpace*, Pulitzer Prize-winning journalist Julia Angwin chronicles the rise of this Internet powerhouse. With an unerring eye, Angwin details how MySpace took the Internet by storm by grabbing the best ideas

from around the Web, encouraging pinup stars such as Tila Tequila to make their home on its pages and giving everyone freedom to experiment with online identities—including using somebody else’s identity. *Stealing MySpace* introduces us to the site’s founders, Chris DeWolfe and Tom Anderson, who dabbled in computer hacking, online pornography, spam, and spyware before starting MySpace. Although their street savvy, doggedness, and clubbing skills far eclipsed their tech prowess, they stumbled their way to success and soon found themselves at ground zero of a high-stakes war that pitted Rupert Murdoch against his frequent nemesis, the combative Viacom CEO Sumner Redstone. Angwin sheds light on the dizzying backroom deals that allowed Murdoch to snatch MySpace from Viacom’s grasp even as the MySpace founders remained in the dark about their own fate. Then she takes us inside the

Murdoch empire as DeWolfe and Anderson lobby furiously to regain control of their creation. Venturing beyond the business aspects of the story, Angwin also explores the Internet culture, a voyeuristic world in which MySpace must stay one step ahead of amateur pornographers, sexual predators, and “spoofers” who set up fake profiles (Rupert Murdoch himself tolerates dozens of phony “Ruperts” on the site) and cope with the general excesses and sometimes illegal acts of a community of account holders equal in number to the population of Japan. In *Stealing MySpace*, Julia Angwin dishes on the epic real-world battle for control of a virtual empire. In a savvy, smart, fast-paced narrative reminiscent of Bryan Burrough and John Helyar’s *Barbarians at the Gate* and Michael Lewis’s *The New Thing*, *Stealing MySpace* tells is the whole gripping story behind a breakout cultural phenomenon.