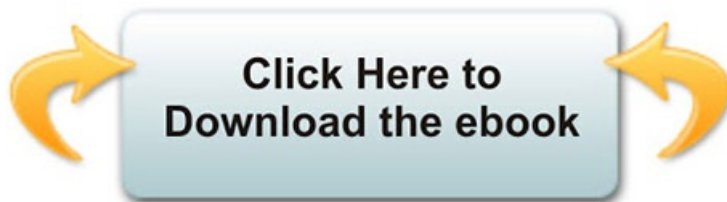


Read Ebook {PDF EPUB} Becoming Facebook The 10 Challenges That Defined the Company That's Disrupting the World by Michael



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

There is a whole lot more to the Facebook success story beyond its being launched out of a Harvard dorm as a new way to connect with friends. Learn from an insider the challenges it faced and crises averted while on its way to becoming the venerable giant it is today.

Produktdetails Verlag: HARPERCOLLINS LEADERSHIP Special Seitenzahl: 256 Altersempfehlung: ab 18 Jahre Erscheinungstermin: 6. April 2017 Englisch Abmessung: 236mm x 159mm x 27mm Gewicht: 494g ISBN-13: 9780814437964 ISBN-10: 0814437966 Artikelnr.: 45804840.

Es gelten unsere Allgemeinen Geschäftsbedingungen: www.buecher.de/agb.

Impressum

www.buecher.de ist ein Shop der [buecher.de](http://www.buecher.de) GmbH & Co. KG Bürgermeister-Wegele-Str. 12, 86167 Augsburg Amtsgericht Augsburg HRA 13309.

Persönlich haftender Gesellschafter: [buecher.de](http://www.buecher.de) Verwaltungs GmbH Amtsgericht Augsburg HRB 16890.

Vertretungsberechtigte: Günter Hilger, Geschäftsführer Clemens Todd, Geschäftsführer.

What Can We Learn From Zuck?

Watching Mark Zuckerberg, you're left wondering—as you would be with all Time magazine Persons of the Year—how you could possibly emulate him. It would be nearly impossible to learn to do what Zuckerberg does: vision and intuition are hard to coach.

We can, however, learn from how he does it. Zuckerberg is out to create change, not to prove himself right or others wrong. To do this—to really do this—you have to not only see a great destination, you have to fearlessly and imperviously keep walking toward it. You will look naive and even arrogant to outside observers, and you may be branded delusional for appearing not to react to their signals. If you are able to shake off these judgments you may be ready for the hard part, and the key to finding your inner Zuck: doing is better than dogma .

Although Zuckerberg is as passionate about his mission as anyone, he is not a preacher but a doer. Both inside Facebook and publicly, he prefers to show rather than tell. Since ZuckNet, with the original development of thefacebook.com, and ever since, he has done the work while others have watched or waited or done both.

To show Facebook employees what the “What would you do if you weren't afraid?” posters around campus mean to him, he took billions of dollars of risk to expand connectivity around the world, acquired Instagram and WhatsApp to protect Facebook's future after spending years building personal relationships with their CEOs, and occasionally failed publicly with products for which he had strongly advocated (here's looking at you, Facebook Home).

Although he is the recognized leader of technology's younger generation, he continues to seek out the leaders that came before him, meeting with Andy Grove about the will to execute, with Jeff Bezos about keeping your eyes on the long term, and with Bill Gates about effective philanthropy with tens of billions of dollars. Even though he structurally controls Facebook's board of directors, he still recruited challenging and highly opinionated thought leaders like entrepreneur and venture capitalist Marc Andreessen; PayPal mafia kingpin Peter Thiel; Netflix CEO Reed Hastings; and Don Graham, the former owner of The Washington Post .

Just when we thought Steve Jobs' famous reality distortion field would be the standard by which all future change-makers would be measured, Zuckerberg offers us an approach that may look slightly awkward to the average observer but gives up nothing to Jobs in its effectiveness. Zuckerberg's doing does more for getting what he holds dear to jump from him to others at Facebook than any keynote. His Facebook is less a “cult of personality” than it is a “cult of mission” where employees, partners, and users can see Zuckerberg's example and feel not only part of a community but like they can make contributions that may change the world.

Becoming Facebook: The 10 Challenges That Defined the Company That's Disrupting the World by Michael Hoefflinger.

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. In his new book, BECOMING FACEBOOK: The 10 Challenges That Defined the Company That's Disrupting the World, Hoefflinger tells Facebook's coming-of-age saga from the perspective of a keen observer and key contributor.

Today I'm sharing one of my favorite excerpts from Mike's new book that talks about the 4 core lessons you need to know before building a business:

1. Know whether this is your next thing or your last thing.

In its early years, Facebook attracted acquisition offers from suitors including Viacom, AOL, and Google. The most talked-about was Yahoo's 2006 offer of a reported \$1 billion. Why did Mark Zuckerberg, at age 22, turn it down? He had a mission and confidence in his ability to grow Facebook into a thriving public company to achieve it. Rather than snap up the opportunity to be acquired, Zuckerberg charted a 10-year-and-beyond course to make the world more open and connected. Thought Starter: Are you building a feature, a product, or a mission?

2. Add by subtracting.

In September 2008, Facebook launched News Feed, a feature to make it easier for users to see what was going on across their connections. In the decade since, Facebook has been vigilant about monitoring News Feed -- and fine-tuning its all-important algorithm -- to continually increase the perceived quality of this "personal newspaper" for each unique user. With screens connecting everyone to everyone and everything all the time, customers' biggest need is not for more things but for fewer things that matter more. Thought Starter: What part of the world are you making easier for your customers to digest?

3. Know your North Star metric.

To avoid getting overwhelmed by data, Facebook selected a single metric that would be the subject of all their growth attention. For AirBnB, this might be the number of nights booked on the service; for Uber, the number of rides. For Facebook, it would be the number of people who found enough value to use Facebook on a regular basis. Over the years, Facebook would become increasingly sophisticated--and exacting--about monitoring user engagement. Using that metric as their guiding light enabled Facebook to focus on improving the value of their core product--News Feed--to deliver the feeling of connectedness people consistently point to about the service. Thought Starter: What is your North Star Metric?

4. Disrupt yourself before someone else does.

In April 2012, Instagram had 30 million monthly users and \$0 in revenue. Yet, the 14-month-old photo-sharing app had caught the attention of the Silicon Valley elite, including Twitter CEO Jack Dorsey. Mark Zuckerberg was watching more closely than most. Seizing on its growth and engagement potential, Zuckerberg struck and acquired Instagram for \$1 billion. That lofty investment has paid off. With the successful integration of Instagram, Zuckerberg began a string of self-disruption with a purpose: proving that Facebook was the place to be for the world's best builders while expanding his mission through a multi-app strategy. Thought Starter: How would you disrupt yourself? What are you waiting for?

Whether you're building the next Facebook or not, you can apply the key lessons from their early growth and success to your startup.

Becoming Facebook: the 10 Challenges That Defined the Company That's Disrupting the World - Mike Hoefflinger (Hardcover)

"P&G and Facebook have been partners for almost a decade—perhaps one of the most transformational decades ever for advertising. This book reveals how Facebook has become so important—to the advertising industry, and to people around the world." — Marc Pritchard, Chief Brand Officer, Procter & Gamble.

"Facebook is changing not only the way people use digital but also the way technology companies pursue impact and scale. Becoming Facebook gives an insider's window into the making of this iconic company. It is both fascinating and informative—really, a must read." — Geoffrey Moore, author of Crossing the Chasm, advisor to technology enterprises, and venture partner at Wildcat Technology.

"Captures and explains how Facebook confronted its biggest challenges to become one of the most notable stories of our time. There's a lot to discover in this insider's perspective. I certainly did." — Dennis Carter, father of Intel Inside and former CMO at Intel.

"A captivating insider's view of how Facebook became . . . Facebook. Hoefflinger takes you behind the scenes, shedding light on the vision, motivations, and playbook of one of the most successful technology brands of all time." — Ann Lewnes, EVP and CMO at Adobe.

"Lays out in clear and interesting detail how Facebook grows, evolves, builds its products and business, and bets on the future. In doing so, Facebook changes the way we see the world. Knowing how may help you do the same." — Gokul Rajaram, father of Google AdSense, product engineering lead at Square, and former product director at Facebook.

"Everyone from experienced leaders in large organizations to aspiring operators and entrepreneurs will gain insight on the methods and thinking that led to one of the most explosive growth periods ever experienced by a company." — Robert Siegel, Stanford Graduate School of Business and partner at XSeed Capital.

Über den Autor.

Hier können Sie die Bücher des Autors Mike Hoefflinger sehen.

Weitere Bücher, die Sie mögen werden.

The Power of Your Subconscious Mind.

Joseph Murphy.

4 33 0.

Do What Matters Most - Lead with.

Steven R Shallenberger, Robert R.

0 4 0.

Rich Dad Poor Dad: What The Rich.

Robert Kiyosaki.

11 47 0.

Summary - Rich Dad Poor Dad.

David De Angelis.

0 4 0.

Creating Wordpress Online Store.

Dr. Hidaia Mahmood Alassouli.

0 1 0.

Möchten Sie wirklich fortfahren?

Abbrechen OK.

Ihr Account wird momentan auf einem anderen Gerät benutzt.

Es ist bereits eine Sitzung auf einem anderen Gerät geöffnet.

Abmelden Erneut verbinden.

Ihr Account wird momentan auf einem anderen Gerät benutzt.

Um darauf zugreifen zu können, müssen die Berechtigungen und obligatorischen Richtlinien (markiert mit *) überprüft und akzeptiert werden.

Wenn Sie Hilfe oder weitere Informationen benötigen, schreiben Sie an

Ihr Account wird momentan auf einem anderen Gerät benutzt.

OK Bestätigungs-E-Mail noch einmal schicken.

Ihr Account wird momentan auf einem anderen Gerät benutzt.

Wir haben versucht, Ihr Abo abzubuchen, aber es ist uns nicht gelungen. Das teilt uns Ihre Bank/Karte mit:

Wenn Sie weiterlesen möchten, müssen Sie sich möglicherweise an Ihre Bank wenden oder Ihre Zahlungsinformationen hier ändern:

Haben Sie Fragen? Schreiben Sie uns an und wir werden Ihnen weiterhelfen.