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Reviews

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McGraw-Hill Education - Europe, United States, 2013. Hardback. Book Condition: New. new edition.. 231 x 150 mm. Language: English . Brand New Book. 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...



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