

Marissa Mayer and the Fight to Save Yahoo! (Paperback)



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Reviews

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(Prof. Maya Hand)

MARISSA MAYER AND THE FIGHT TO SAVE YAHOO! (PAPERBACK)



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Twelve, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 130 mm. Language: English . Brand New Book. When Yahoo hired star Google executive Mayer to be its CEO in 2012 employees rejoiced. They put posters on the walls throughout Yahoo s California headquarters. On them there was Mayer s face and one word: HOPE. But one year later, Mayer sat in front of those same employees in a huge cafeteria on Yahoo s campus and took the beating of her life. Her hair wet and her tone defensive, Mayer read and answered a series of employee-posed questions challenging the basic elements of her plan. There was anger in the room and, behind it, a question: Was Mayer actually going to be able to do this thing? MARISSA MAYER AND THE FIGHT TO SAVE YAHOO! is the inside story of how Yahoo got into such awful shape in the first place, Marissa Mayer s controversial rise at Google, and her desperate fight to save an Internet icon. In author Nicholas Carlson s capable hands, this riveting book captures Mayer s rise and Yahoo s missteps as a dramatic illustration of what it takes to grab the brass ring in Silicon Valley. And it reveals whether it is possible for a big lumbering tech company to stay relevant in today s rapidly changing business landscape. PRAISE FOR MARISSA MAYER AND THE FIGHT TO SAVE YAHOO! The New York Times says the book is a lot of fun to read and an impressive feat. The New York Times also writes, As Nicholas Carlson demonstrates in MARISSA MAYER AND THE FIGHT TO SAVE YAHOO!, a vivid account of her vertiginous career climb, Mayer is worth paying attention to for reasons that transcend gender. Carlson presents her as a complex personality who defies...



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