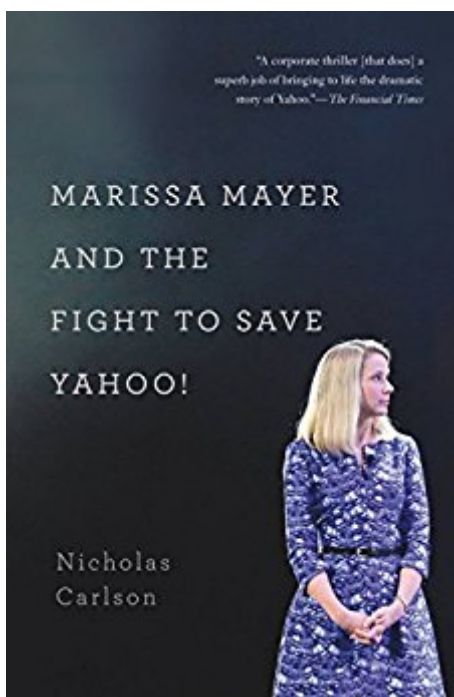


The book was found

Marissa Mayer And The Fight To Save Yahoo!



Synopsis

A page-turning narrative about Marissa Mayer's efforts to remake Yahoo as well as her own rise from Stanford University undergrad to CEO of a \$30 billion corporation by the age of 38. 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 August 2011 hedge fund billionaire Daniel Loeb took a long look at Yahoo and decided to go to war with its management and board of directors. Loeb then bought a 5% stake and began a shareholder activist campaign that would cost the jobs of three CEOs before he finally settled on Google's golden girl Mayer to unlock the value lurking in the company. As Mayer began to remake Yahoo from a content company to a tech company, an internal civil war erupted. 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.

Book Information

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Customer Reviews

This book, contrary to the title, is not all about Mayer and her fight to save Yahoo. It is instead a history of Yahoo, the many board room dramaTMs it has faced, the near misses and numerous hits. There is a number of chapters focusing on Mayer at Google and how she rose up through the ranks there. The book is fast paced and well written, taking the reader through each episode of YahooTMs beleaguered history. I read this book, 341 pages, in one night, failing to put it down as each chapter kept my interest and excitement at how things were panning out. I knew of YahooTMs many failures (attempt to buy Facebook, Twitter, MySpace, etc) but what I didnTMt know was the real story behind those. Fascinating. What was fascinating for me to learn was just how many CEOTMs Yahoo went through that never knew technology - one never even used email! This was ultimately the failure that lead Yahoo to be where it is today; two founders that never had the business ambition of Page/Brin. Got the sense they were never really that passionate about the business. Yahoo created the very industry that made it irrelevant. Netscape, an early pioneer under Jim Clark/Marc Andreessen, had the decency to call it a day and realize it was no longer in the game. Yahoo suffers the same fate, however, management have checked out, but HR havenTMt been told so the payroll continues. The sheer size of the company was staggering to learn, the amount of projects (400+) it was supporting, all with their own infrastructure and languages. There was no standard. No unifying business strategy. An example was Yahoo Photos competed with Flickr (an acquisition Yahoo made) for many years.

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