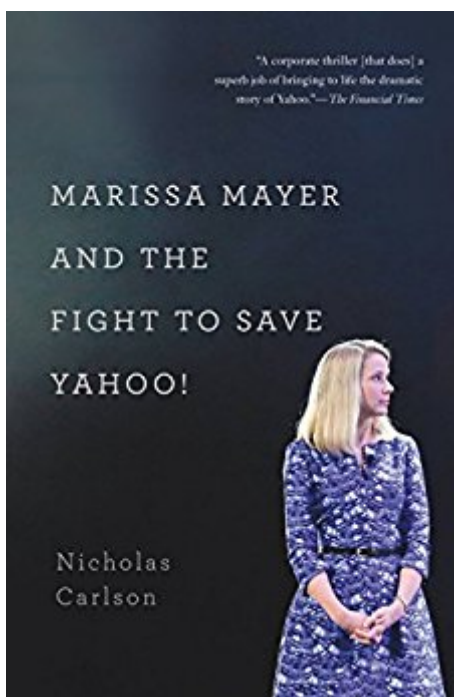


The book was found

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

File Size: 1791 KB

Print Length: 340 pages

Page Numbers Source ISBN: 1455556610

Publisher: Twelve (January 6, 2015)

Publication Date: January 6, 2015

Language: English

ASIN: B00LLIJ22W

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #218,245 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #64

inÂ Kindle Store > Kindle eBooks > Business & Money > Industries > Media & Communications

#188 inÂ Books > Business & Money > Industries > Media & Communications #1367 inÂ Books >

Business & Money > Skills > Communications

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 dramaâ™s 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 Yahooâ™s 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 Yahooâ™s many failures (attempt to buy Facebook, Twitter, MySpace, etc) but what I didnâ™t know was the real story behind those. Fascinating. What was fascinating for me to learn was just how many CEOâ™s 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 havenâ™t 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.

[Download to continue reading...](#)

Marissa Mayer and the Fight to Save Yahoo! PHP Web 2.0 Mashup Projects: Practical PHP Mashups with Google Maps, Flickr, , YouTube, MSN Search, Yahoo!: Create practical mashups in PHP ... MSN Search, Yahoo!, Last.fm, and 411Sync.com Lion of Hollywood: The Life and Legend of Louis B. Mayer Ping!: The Yahoo! Messenger Guide to All Things IM SEO Bible & Tips - Google, Bing, Yahoo! John Mayer Live: The Great Guitar Performances (Play It Like It Is Guitar) Being Thankful (Mercer Mayer's Little Critter) Saints Who Battled Satan: Seventeen Holy Warriors Who Can Teach You How to Fight the Good Fight and Vanquish Your Ancient Enemy The Official Fight

Promoter Playbook (The Fight Promoter Series 2) My Fight / Your Fight Patience and Fortitude: Power, Real Estate, and the Fight to Save a Public Library American Icon: Alan Mulally and the Fight to Save Ford Motor Company The Secret World of Red Wolves: The Fight to Save North America's Other Wolf A Battle for the Soul of Islam: An American Muslim Patriot's Fight to Save His Faith DIY Projects: Save Time & Money Maintaining Your Home With Simple DIY Household Hacks, Home Remedies: Increase Productivity & Save Time with Frugal Living ... And Organizing, Increase Productivity) The Power of a Positive No: Save The Deal Save The Relationship and Still Say No Marriage: Save Your Marriage- The Secret to Intimacy and Communication Skills (marriage, relationships, save your marriage, divorce, love, communication, intimacy) Consumer Guide to Home Energy Savings: Save Money, Save the Earth Money: Saving Money: The Top 100 Best Ways To Make Money & Save Money: 2 books in 1: Making Money & Saving Money (Personal Finance, Making Money, Save Money, Wealth Building, Money) Internal Cleansing : Rid Your Body of Toxins to Naturally and Effectively Fight Heart Disease, Chronic Pain, Fatigue, PMS and Menopause Symptoms, and More (Revised 2nd Edition)

[Dmca](#)