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Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg (Hardback)

By Ekaterina Walter

McGraw-Hill Education - Europe, United States, 2013. Hardback. Condition: New. new edition. 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...



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