

The Facebook Effect Inside Story Of Company That Is Connecting World David Kirkpatrick

A revealing, forward-looking examination of the outside influence Google has had on the changing media Landscape. There are companies that create waves and those that ride or are drowned by them. As only he can, bestselling author Ken Auletta takes readers for a ride on the Google wave, telling the story of how it formed and crashed into traditional media businesses?from newspapers to books, to television, to movies, to telephones, to advertising, to Microsoft. With unprecedented access to Google?s founders and executives, as well as to those in media who are struggling to keep their heads above water, Auletta reveals how the industry is being disrupted and redefined. Using Google as a stand-in for the digital revolution, Auletta takes readers inside Google?s closed-door meetings and paints portraits of Google?s notoriously private founders, Larry Page and Sergey Brin, as well as those who work with?and against?them. In his narrative, Auletta provides the fullest account ever told of Google?s rise, shares the ?secret sauce? of Google?s success, and shows why the worlds of ?new? and ?old? media often communicate as if residents of different planets. Google engineers start from an

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assumption that the old ways of doing things can be improved and made more efficient, an approach that has yielded remarkable results? Google will generate about \$20 billion in advertising revenues this year, or more than the combined prime-time ad revenues of CBS, NBC, ABC, and FOX. And with its ownership of YouTube and its mobile phone and other initiatives, Google CEO Eric Schmidt tells Auletta his company is poised to become the world's first \$100 billion media company. Yet there are many obstacles that threaten Google's future, and opposition from media companies and government regulators may be the least of these. Google faces internal threats, from its burgeoning size to losing focus to hubris. In coming years, Google's faith in mathematical formulas and in slide rule logic will be tested, just as it has been on Wall Street. Distilling the knowledge accrued from a career of covering the media, Auletta will offer insights into what we know, and don't know, about what the future holds for the imperiled industry. An insider's history of the online social network traces the collaborations and conflicts among its founders, the personalities that shaped its development, and the ways in which the site has become an integral part of contemporary culture.

**** A New York Times Bestseller ** NAMED ONE OF THE BEST BOOKS OF THE YEAR BY: Time • The New Yorker • NPR • GQ • Elle • Vulture • Fortune •**

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Being Boing • The Irish Times • The New York Public Library • The Brooklyn Public Library "A complex, smart and ambitious book that at first reads like a self-help manual, then blossoms into a wide-ranging political manifesto."—Jonah Engel Bromwich, The New York Times Book Review One of President Barack Obama's "Favorite Books of 2019" Porchlight's Personal Development & Human Behavior Book of the Year In a world where addictive technology is designed to buy and sell our attention, and our value is determined by our 24/7 data productivity, it can seem impossible to escape. But in this inspiring field guide to dropping out of the attention economy, artist and critic Jenny Odell shows us how we can still win back our lives. Odell sees our attention as the most precious—and overdrawn—resource we have. And we must actively and continuously choose how we use it. We might not spend it on things that capitalism has deemed important ... but once we can start paying a new kind of attention, she writes, we can undertake bolder forms of political action, reimagine humankind's role in the environment, and arrive at more meaningful understandings of happiness and progress. Far from the simple anti-technology screed, or the back-to-nature meditation we read so often, *How to do Nothing* is an action plan for thinking outside of capitalist narratives of efficiency and techno-determinism. Provocative, timely, and utterly

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persuasive, this book will change how you see your place in our world.

Mark Zuckerberg is an American computer programmer and Internet entrepreneur. He is a co-founder of Facebook, and currently operates as its chairman and chief executive officer. His net worth is estimated to be \$71.5 billion as of September 2017, and he is ranked by Forbes as the fifth richest person in the world. Zuckerberg launched Facebook from his Harvard University dormitory room on February 4, 2004. He was assisted by his college roommates and fellow Harvard students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. The group then introduced Facebook to other college campuses. Facebook expanded rapidly, reaching one billion users by 2012.

Meanwhile, Zuckerberg was involved in various legal disputes brought by others in the group, who claimed a share of the company based upon their involvement during the development phase of Facebook.

Mark Zuckerberg has a success story so great that most people could only wish for a tenth of what he's managed to accomplish, and they'd still be overachieving individuals. Despite all of his success, though, he comes from a modest background and normal parents.

As enlightening as *The Facebook Effect*, *Elon Musk*, and *Chaos Monkeys*—the compelling, behind-the-scenes story of the creation of one of the most

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essential applications ever devised, and the rag-tag team that built it and changed how we navigate the world. Never Lost Again chronicles the evolution of mapping technology—the "overnight success twenty years in the making." Bill Kilday takes us behind the scenes of the tech's development, and introduces to the team that gave us not only Google Maps but Google Earth, and most recently, Pokémon GO. He takes us back to the beginning to Keyhole—a cash-strapped startup mapping company started by a small-town Texas boy named John Hanke, that nearly folded when the tech bubble burst. While a contract with the CIA kept them afloat, the company's big break came with the first invasion of Iraq; CNN used their technology to cover the war and made it famous. Then Google came on the scene, buying the company and relaunching the software as Google Maps and Google Earth. Eventually, Hanke's original company was spun back out of Google, and is now responsible for Pokémon GO and the upcoming Harry Potter: Wizards Unite. Kilday, the marketing director for Keyhole and Google Maps, was there from the earliest days, and offers a personal look behind the scenes at the tech and the minds developing it. But this book isn't only a look back at the past; it is also a glimpse of what's to come. Kilday reveals how emerging map-based technologies including virtual reality and driverless cars are going to upend our

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lives once again. Never Lost Again shows us how our worldview changed dramatically as a result of vision, imagination, and implementation. It's a crazy story. And it all started with a really good map.

The American edition of the revelatory Swedish book Spotify Untold, the basis of the new Netflix Original series slated for 2022! "Two excellent Swedish journalists recount the historic rise of the company that changed modern music not just as a riveting business tale, but as a lesson in tech geopolitics. Spotify's Daniel Ek shows why Silicon Valley does not always win."—David Kirkpatrick, New York Times bestselling author of The Facebook Effect Steve Jobs tried to stop this moment from ever happening. Google and Microsoft made bids to preempt it. The music industry blocked it time and again. Yet, on a summer's eve in 2011, the whiz kid CEO of a Swedish start-up celebrated his company's US launch. In the midst of the Apple-Android tech war and a music label crusade against piracy and illegal downloading, Spotify withdrew the battle lines, sent shockwaves through Silicon Valley, and got the hardline executives at Universal, Sony, and Warner to sign with its "free-mium" platform. In The Spotify Play, now adapted into an upcoming Netflix Original series, Swedish investigative tech journalists Sven Carlsson and Jonas Leijonhufvud, who covered the company from its inception, draw upon hundreds of interviews, previously untapped sources, and in-

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depth reporting on figures like Mark Zuckerberg, Sean Parker, Steve Jobs, Taylor Swift, Jay-Z, Pony Ma Huateng, and Jimmy Iovine. They have captured the riveting David vs. Goliath story of a disruptive innovator who played the industry giants in a quest to revolutionize the consumption of sound, building today's largest online source of audio, with more than 50 million songs, one million-plus podcasts, and over 300 million users.

A few years ago, MySpace.com was just an idea kicking around a Southern California spam mill. Scroll down to the present day and MySpace is one of the most visited Internet destinations in America, displaying more than 40 billion webpage views per month and generating nearly \$1 billion annually for Rupert Murdoch's online empire. Even by the standards of the Internet age, the MySpace saga is an astounding growth story, which climaxed with the site's acquisition by Murdoch's News Corporation in 2005 for a sum approaching one billion dollars. But more than that, it may be the defining drama of the digital era. In *Stealing MySpace*, Pulitzer Prize-winning journalist Julia Angwin chronicles the rise of this Internet powerhouse. With an unerring eye, Angwin details how MySpace took the Internet by storm by grabbing the best ideas from around the Web, encouraging pinup stars such as Tila Tequila to make their home on its pages and giving everyone freedom to experiment with online

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identities—including using somebody else’s identity. *Stealing MySpace* introduces us to the site’s founders, Chris DeWolfe and Tom Anderson, who dabbled in computer hacking, online pornography, spam, and spyware before starting MySpace. Although their street savvy, doggedness, and clubbing skills far eclipsed their tech prowess, they stumbled their way to success and soon found themselves at ground zero of a high-stakes war that pitted Rupert Murdoch against his frequent nemesis, the combative Viacom CEO Sumner Redstone. Angwin sheds light on the dizzying backroom deals that allowed Murdoch to snatch MySpace from Viacom’s grasp even as the MySpace founders remained in the dark about their own fate. Then she takes us inside the Murdoch empire as DeWolfe and Anderson lobby furiously to regain control of their creation. Venturing beyond the business aspects of the story, Angwin also explores the Internet culture, a voyeuristic world in which MySpace must stay one step ahead of amateur pornographers, sexual predators, and “spoofers” who set up fake profiles (Rupert Murdoch himself tolerates dozens of phony “Ruperts” on the site) and cope with the general excesses and sometimes illegal acts of a community of account holders equal in number to the population of Japan. In *Stealing MySpace*, Julia Angwin dishes on the epic real-world battle for control of a virtual empire. In a savvy, smart, fast-paced narrative

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reminiscent of Bryan Burrough and John Helyar's Barbarians at the Gate and Michael Lewis's The New New Thing, Stealing MySpace tells is the whole gripping story behind a breakout cultural phenomenon.

The Lonely Billion: Facebook's Negative Effect on your Real Friends and Privacy Everyone's connected and all the people you know are probably into the Social Media just like you. Among the Social Networking Sites, the most popular and probably the most convenient and useful is Facebook. Since the introduction of Facebook, the entire scenario has changed – online presence, other social networking sites, and even the concept of friendship – everything was not left unchanged. Today, in this highly digitalized world, it is almost impossible to imagine our existence without Facebook. Imagine the world sans Facebook. No more status messages. No more private messages to selected friends. No more likes. No more comments. No more sharing of photos and videos. No more tagging. No more games. No more notes. No more virtual friends. Life will not be the same again. Many people, especially the younger ones are spending hours and hours of their time each day just to update their status message. Many of the Facebook users even make it a point to change their status several times within a day. They are also using their best judgment in selecting the best photograph that is worthy enough

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to serve as your profile or display picture. And it takes a lot of effort on the part of Facebook users to upload the latest photographs from a certain party or gathering. In addition, tagging friends in the photos takes a lot of effort as well.

“The most interesting book ever written about Google” (The Washington Post) delivers the inside story behind the most successful and admired technology company of our time, now updated with a new Afterword. Google is arguably the most important company in the world today, with such pervasive influence that its name is a verb. The company founded by two Stanford graduate students—Larry Page and Sergey Brin—has become a tech giant known the world over. Since starting with its search engine, Google has moved into mobile phones, computer operating systems, power utilities, self-driving cars, all while remaining the most powerful company in the advertising business. Granted unprecedented access to the company, Levy disclosed that the key to Google’s success in all these businesses lay in its engineering mindset and adoption of certain internet values such as speed, openness, experimentation, and risk-taking. Levy discloses details behind Google’s relationship with China, including how Brin disagreed with his colleagues on the China strategy—and why its social networking initiative failed; the first time Google tried chasing a successful competitor. He examines Google’s rocky relationship with government regulators, particularly in the EU, and how it has responded when employees left the company for smaller, nimbler start-ups. In the Plex is the “most authoritative...and in many ways the most entertaining” (James Gleick, The New York Book Review) account of Google to date and offers “an instructive primer on how the minds behind the world’s most influential internet company function” (Richard Waters, The Wall Street

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A New York Times bestseller Ev told Jack he had to “chill out” with the deluge of media he was doing. “It’s bad for the company,” Ev said. “It’s sending the wrong message.” Biz sat between them, watching like a spectator at a tennis match. “But I invented Twitter,” Jack said. “No, you didn’t invent Twitter,” Ev replied. “I didn’t invent Twitter either. Neither did Biz. People don’t invent things on the Internet. They simply expand on an idea that already exists.” Despite all the coverage of Twitter’s rise, Nick Bilton of The New York Times is the first journalist to tell the full story—a gripping drama of betrayed friendships and highstakes power struggles. The four founders—Evan Williams, Biz Stone, Jack Dorsey, and Noah Glass—made a dizzyingly fast transition from ordinary engineers to wealthy celebrities. They fought each other bitterly for money, influence, publicity, and control as Twitter grew larger and more powerful. Ultimately they all lost their grip on it. Bilton’s unprecedented access and exhaustive reporting have enabled him to write an intimate portrait of four friends who accidentally changed the world, and what they all learned along the way.

Provides answers to a variety of questions posed by the author on Twitter.

“In his sophomore year of college, Mark Zuckerberg created a simple website to serve as a campus social network. The site caught on like wildfire, and soon students nationwide were on Facebook. Today, Facebook is nearly unrecognizable from Zuckerberg’s first, modest iteration. It has grown into a tech giant, the largest social media platform and one of the most gargantuan companies in the world, with a valuation of more than \$576 billion and almost 3 billion users. There is no denying the power and omnipresence of Facebook in American daily life. And in light of recent controversies surrounding election-influencing ‘fake news’ accounts, the

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handling of its users' personal data, and growing discontent with the actions of its founder and CEO, never has the company been more central to the national conversation. Based on years of exclusive reporting and interviews with Facebook's key executives and employees, including Mark Zuckerberg and Sheryl Sandberg, Steven Levy's sweeping narrative digs deep into the whole story of the company that has changed the world and reaped the consequences"-- "In the grand tradition of Ben Mezrich's *The Accidental Billionaires* (2009)... an engaging look into a fascinating subculture of millions." —Booklist "Breezy...How to Turn Down a Billion Dollars ably if uncritically chronicles the short history of a young company catering to young users, with a young chief executive, and reveals, intentionally or not, the limitations that come with that combination." —Wall Street Journal The improbable and exhilarating story of the rise of Snapchat from a frat boy fantasy to a multi-billion dollar internet unicorn that has dramatically changed the way we communicate. In 2013 Evan Spiegel, the brash CEO of the social network Snapchat, and his co-founder Bobby Murphy stunned the press when they walked away from a three-billion-dollar offer from Facebook: how could an app teenagers use to text dirty photos dream of a higher valuation? Was this hubris, or genius? In *How to Turn Down a Billion Dollars*, tech journalist Billy Gallagher takes us inside the rise of one of Silicon Valley's hottest start-ups. Snapchat developed from a simple wish for disappearing pictures as Stanford junior Reggie Brown nursed regrets about photos he had sent. After an epic feud between best friends, Brown lost his stake in the company, while Spiegel has gone on to make a name for himself as a visionary—if ruthless—CEO worth billions, linked to celebrities like Taylor Swift and his wife, Miranda Kerr. A fellow Stanford undergrad and fraternity brother of the company's founding trio, Gallagher has covered Snapchat

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from the start. He brings unique access to a company Bloomberg Business called “a cipher in the Silicon Valley technology community.” Gallagher offers insight into challenges Snapchat faces as it transitions from a playful app to one of the tech industry’s preeminent public companies. In the tradition of great business narratives, *How to Turn Down a Billion Dollars* offers the definitive account of a company whose goal is no less than to remake the future of entertainment.

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

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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 mark in the world, to build a business that makes a difference, and to lead your organization to long-term profitability and growth. “Think Like Zuck is a fascinating look at how entrepreneurial vision drives success. If you want more out of work than just a job, if you have the burning desire to build something of lasting value, then this is your guide.” —DAVID MEERMAN SCOTT, bestselling author of *The New Rules of Marketing and PR* “Whether you're a seasoned business executive or the next Mark Zuckerberg in your dorm room right now, this book is a must-read! Two likeable thumbs up!” —DAVE KERPEN, New York Times bestselling author of *Likeable Social Media* and *Likeable Business* “True success lies at the place where passion and purpose collide—this book will help you uncover yours.” —JOHN JANTSCH, bestselling author of *Duct Tape Marketing* and *The Commitment Engine* “Think Like Zuck is a must-read for any innovator, social entrepreneur, or business owner looking to capitalize on the success of Facebook to propel and realize their own vision.” —SIMON MAINWARING, New York Times bestselling author of *We First* “This book takes you on the ride of a lifetime and shows you how YOU can be successful! The question is: What does it take? Ekaterina gives us the answers!” —JEFFREY HAYZLETT, bestselling author of *Running the Gauntlet* and global business celebrity “In *Think Like Zuck*, you will find important principles to infuse meaning into your business strategies and inspire change. Don't just read this book; use it.” —SHAWN ACHOR, author of the international bestseller *The Happiness Advantage*

An unflinching memoir that honours the girls and women that

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influenced Kirkpatrick as they are forced to deal with life crises that are often kept out of sight in modern society birth, illness war and death.

The Facebook EffectThe Inside Story of the Company That Is Connecting the WorldSimon and Schuster

This biography explores the fascinating journey of Mark Zuckerberg and his many avatars- software programmer, fencing champion, Harvard dropout, founder, CEO, philanthropist, son, friend, boyfriend, husband and father. The author, Steven Lewis, in superb life-long health, was diagnosed with pancreatic cancer, a disease with a survival rate of only 5%. In spite of this, Steven and his wife struggled to achieve and deliberately maintain an extremely positive attitude. This choice started a “ripple effect” that created an exceptionally caring and upbeat community of family, relatives and friends and enabled this community to return even more positive energy to Steven. The story became even more intense when Steven endured a second bout of pancreatic cancer that metastasized to his liver. Surviving a second bout of pancreatic cancer is so rare that no statistics are kept. Today, Steven is cancer free, in excellent health and works out strenuously. Virtually all of us, at some point, will experience extreme life difficulties involving circumstances such as severe illness, injuries, accidents, divorce or natural disasters. A positive attitude can help us think clearly, be solution oriented and ultimately prevail. Whether Steven physically survived or not, an attitude of complaint and negativity would have shattered his emotional life and that of his family. Steven’s choice was to stay positive and upbeat in spite of his situation.

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What would you have done?

You can't create a \$300 billion company by accident in between classes. You may think you know the legendary story behind the beginning of Facebook by wunderkind Harvard student Mark Zuckerberg, but those who were actually there on the inside molding this social media idea into a game-changing, Goliath-sized company know the experience was far more tumultuous and uncertain than one might expect. As a computer engineer turned marketing innovator who worked with COO Sheryl Sandberg, Mike Hoefflinger had a front-row seat to the company's growing pains, stumbles, and reinventions. In *Becoming Facebook*, he shares the challenges faced and lessons learned during the coming-of-age times of the übercompany. Discover from an insider:

- How Facebook recovered from its "disastrous" IPO
- How the growth team achieved the impossible
- Why Facebook's newsfeed ads were the company's most important business decision ever
- How Google+ attacked and lost
- Why and how Instagram and WhatsApp were added
- And much more!

Follow the social media giant from its almost mythical birth all the way to the overwhelming success it has been solidified in today, uncovering the lessons its leaders learned while overcoming setbacks and achieving greatness.

Using Facebook To Acquire More Clients For Your Firm

In most law firms, advertising dollars are squandered on antiquated technologies that are unable to reach the right clients at the right times with speed or precision. Not only is the ROI on print, billboard, and TV advertising dreadfully low, it's also painfully slow--the equivalent of

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setting bait and trying to fish in a lake that's already been cleared. But, under the professional guidance of Jacob Malherbe, law firms across the country are learning how to generate content banks of potential clients using Facebook, a far-less time-consuming and more expansive platform than other means of advertising. In *The Facebook Effect for Lawyers: Advertising for the Digital Age*, Mr. Malherbe will show you how you can use the emotional appeal and aggregating power of social media to build a digital bridge between your law firm and specific groups of potential clients, generating hundreds of thousands of leads. This book is a step-by-step guide on how to launch Facebook pages, create ads, target them to reach the right people, and then how to convert their responses into client contracts so you can help improve the lives of claimants who need your help, all while improving your firm's bottom line.

The story of Jeff Bezos, a man who redefined innovation, leadership and, of course, wealth. This book looks at some of the defining moments and key incidents from the life of Jeffrey Preston Bezos, the world's first billionaire, and the journey he undertook to make Amazon the most valued company in the world. Amazon's brilliant, visionary founder, Jeff Bezos, continues to be the driving force behind the Companies astounding and continued success.

"A breath-taking first book. Nash does a terrific job."--Vicki Ruiz, author of *From Out of the Shadows: Mexican Women in Twentieth-Century America* "An excellent book that treats environmental history in a fresh new way."--Elliott West, author of *The Contested Plains:*

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Indians, Goldseekers and the Rush to Colorado "This book brilliantly fits human bodies into environmental history and finds a place for landscape in the history of medicine."--Warwick Anderson, author of *Colonial Pathologies: American Tropical Medicine, Race, and Hygiene in the Philippines*

An award-winning columnist and journalist describes how businesses that structure their teams into functional departments, or "silos," actually hinder work, cripple innovation, restrict thinking and force normally smart people to ignore risks and opportunities. --

A fully updated paperback edition that includes coverage of the key developments of the past two years, including the political controversies that swirled around Facebook with increasing intensity in the Trump era. If you wanted to build a machine that would distribute propaganda to millions of people, distract them from important issues, energize hatred and bigotry, erode social trust, undermine respectable journalism, foster doubts about science, and engage in massive surveillance all at once, you would make something a lot like Facebook. Of course, none of that was part of the plan. In this fully updated paperback edition of *Antisocial Media*, including a new chapter on the increasing recognition of--and reaction against--Facebook's power in the last couple of years, Siva Vaidhyanathan explains how Facebook devolved from an innocent social site hacked together by Harvard students into a force that, while it may make personal life just a little more pleasurable, makes democracy a lot more challenging. It's an account of the hubris of good intentions, a missionary spirit, and an

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ideology that sees computer code as the universal solvent for all human problems. And it's an indictment of how "social media" has fostered the deterioration of democratic culture around the world, from facilitating Russian meddling in support of Trump's election to the exploitation of the platform by murderous authoritarians in Burma and the Philippines. Both authoritative and trenchant, *Antisocial Media* shows how Facebook's mission went so wrong.

"From one of the world's leading experts in cyberpsychology--a discipline that combines psychology, forensics, and technology--comes a groundbreaking exploration of the impact of technology on human behavior. In the first book of its kind, Mary Aiken applies her expertise in cyber-behavioral analysis to a range of subjects, including criminal activity on the Deep Web and Darknet; deviant behavior; Internet addictions; the impact of technology on the developing child; teenagers and the Web; cyber-romance and cyber-friendships; cyberchondria; the future of artificial intelligence; and the positive effects on our digital selves, such as online altruism"--

This dazzling Christmas poem by Maya Angelou is powerful and inspiring for people of all faiths. In this beautiful, deeply moving poem, Maya Angelou inspires us to embrace the peace and promise of Christmas, so that hope and love can once again light up our holidays and the world. "Angels and Mortals, Believers and Nonbelievers, look heavenward," she writes, "and speak the word aloud. Peace." Read by the poet at the lighting of the National Christmas Tree at the White House on

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December 1, 2005, Maya Angelou's celebration of the "Glad Season" is a radiant affirmation of the goodness of life.

"China's Civilian Army tells the story of China's transformation from an isolated and impoverished communist state to a global superpower from the perspective of its diplomats. In the early days of the People's Republic, diplomats were highly-disciplined, committed communists who feared revealing any weakness to the threatening capitalist world.

Remarkably, the model that revolutionary leader Zhou Enlai established continues to this day despite the massive changes the country has undergone in recent decades. Even today, Chinese diplomats work in pairs so that one can always watch the other for signs of ideological impurity. China's Civilian Army charts the history of China's diplomatic corps from its earliest days through to the present, drawing on the memoirs of more than a hundred retired diplomats and dozens of interviews"--

Ryan Hartwig may be one of the most important figures in American history. Hired by Cognizant as a content moderator for Facebook, Ryan Hartwig began by keeping gruesome images of cartel violence in Mexico off the platform. This seemed like a righteous mission and yet, as time went by, it became clear the Facebook bosses saw an even bigger threat, Americans of a different political viewpoint. Ryan watched in horror as Facebook made a monumental shift after the 2016 elections, hiring thousands of US-based content moderators with one mission, to favor leftist viewpoints

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while suppressing the speech of conservatives. Ryan describes more than forty examples of such behavior, and it will radically rewrite your understanding of the past four years as you learn how the news regarding prominent individuals like Greta Thunberg, Alyssa Milano, and Don Lemon was censored to remove legitimate criticism of them. Viral videos of Trump supporters being attacked were removed from the platform, and moderators were told to look for signs of hate speech in Trumps' State of the Union addresses, while at the same time allowing vicious attacks against police, pro-lifers, and straight white males. As America's de-facto town square, Facebook was systematically suppressing free speech, which has traditionally been our country's greatest weapon to combat extremism from either side. Ryan knew he had to take action, and contacted Project Veritas, eventually filming many of these actions with a hidden camera for the world to see. We need to stand up against tech tyranny and corporations that attempt to control our conversations, our news, and our political narratives. Reading *Behind the Mask of Facebook: A Whistleblower's Shocking Story of Big Tech Bias and Censorship?* is the first step to learning how to confront and defeat this tyranny. The New York Times bestseller about a noted tech venture capitalist, early mentor to Mark Zuckerberg, and Facebook investor, who wakes up to the serious damage Facebook is doing to our society - and sets out to try to stop it. If you had told Roger McNamee even three years ago that he would soon be devoting himself to stopping Facebook from destroying our democracy, he would

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have howled with laughter. He had mentored many tech leaders in his illustrious career as an investor, but few things had made him prouder, or been better for his fund's bottom line, than his early service to Mark Zuckerberg. Still a large shareholder in Facebook, he had every good reason to stay on the bright side. Until he simply couldn't. ZUCKED is McNamee's intimate reckoning with the catastrophic failure of the head of one of the world's most powerful companies to face up to the damage he is doing. It's a story that begins with a series of rude awakenings. First there is the author's dawning realization that the platform is being manipulated by some very bad actors. Then there is the even more unsettling realization that Zuckerberg and Sheryl Sandberg are unable or unwilling to share his concerns, polite as they may be to his face. And then comes the election of Donald Trump, and the emergence of one horrific piece of news after another about the malign ends to which the Facebook platform has been put. To McNamee's shock, even still Facebook's leaders duck and dissemble, viewing the matter as a public relations problem. Now thoroughly alienated, McNamee digs into the issue, and fortuitously meets up with some fellow travelers who share his concern, and help him sharpen its focus. Soon he and a dream team of Silicon Valley technologists are charging into the fray, to raise consciousness about the existential threat of Facebook, and the persuasion architecture of the attention economy more broadly -- to our public health and to our political order. Zucked is both an enthralling personal narrative and a masterful explication of the forces that have

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conspired to place us all on the horns of this dilemma. This is the story of a company and its leadership, but it's also a larger tale of a business sector unmoored from normal constraints, just at a moment of political and cultural crisis, the worst possible time to be given new tools for summoning the darker angels of our nature and whipping them into a frenzy. Like Jimmy Stewart in *Rear Window*, Roger McNamee happened to be in the right place to witness a crime, and it took him some time to make sense of what he was seeing and what we ought to do about it. The result of that effort is a wise, hard-hitting, and urgently necessary account that crystallizes the issue definitively for the rest of us.

Barely fifty years ago a computer was a gargantuan, vastly expensive thing that only a handful of scientists had ever seen. The world's brightest engineers were stymied in their quest to make these machines small and affordable until the solution finally came from two ingenious young Americans. Jack Kilby and Robert Noyce hit upon the stunning discovery that would make possible the silicon microchip, a work that would ultimately earn Kilby the Nobel Prize for physics in 2000. In this completely revised and updated edition of *The Chip*, T.R. Reid tells the gripping adventure story of their invention and of its growth into a global information industry. This is the story of how the digital age began. *Sleeping Funny* is that rare book--a debut that introduces us to a fully mature writer, one who instantly draws you in with her lean style, empathy and wit, and keeps you reading, with growing admiration and delight, from first page to last. These stories showcase Miranda Hill's

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astounding range and virtuosity, introducing us to a protean variety of characters, each as well-realized as the next. Here is a writer who can seamlessly inhabit the consciousness of a sixteen-year-old navigating an embarrassing sex-ed class, a middle-aged minister experiencing a devastating crisis of faith in a 19th century rural village, a pilot's widow coping with her grief by growing an unusual "victory garden" during World War II, and well-heeled modern professional women juggling jobs, kids, and husbands, and trying to cope with the arrival of a beautiful bohemian neighbour, on a gentrified street in downtown Toronto. The qualities that unite these remarkable stories are a pervasive sense of mystery and magic, a wonderful wit and sophistication, and most surprisingly, the slight disorientation implied by the title: In Miranda Hill's beguiling universe, the "real world" is recognizable and slightly askew, as if you were experiencing one of those strange dreams where you think you are awake--or as if you've been "sleeping funny" and are on the cusp of waking into the everyday world you thought you knew.

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plots reflecting on race relations, grief, and love . . ."

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--The New York Times Book Review, Editor's Choice

"Danielle Evans demonstrates, once again, that she is the finest short story writer working today." --Roxane

Gay, The New York Times-bestselling author of *Difficult*

Women and *Bad Feminist* The award-winning author of

Before You Suffocate Your Own Fool Self brings her

signature voice and insight to the subjects of race, grief, apology, and American history. Danielle Evans is widely

acclaimed for her blisteringly smart voice and X-ray

insights into complex human relationships. With *The*

Office of Historical Corrections, Evans zooms in on

particular moments and relationships in her characters'

lives in a way that allows them to speak to larger issues

of race, culture, and history. She introduces us to Black

and multiracial characters who are experiencing the

universal confusions of lust and love, and getting

walloped by grief--all while exploring how history haunts

us, personally and collectively. Ultimately, she provokes

us to think about the truths of American history--about

who gets to tell them, and the cost of setting the record

straight. In "Boys Go to Jupiter," a white college student

tries to reinvent herself after a photo of her in a

Confederate-flag bikini goes viral. In "Richard of York

Gave Battle in Vain," a photojournalist is forced to

confront her own losses while attending an old friend's

unexpectedly dramatic wedding. And in the eye-opening

title novella, a black scholar from Washington, DC, is

drawn into a complex historical mystery that spans

generations and puts her job, her love life, and her oldest

friendship at risk.

The authoritative account of the rise of Amazon and its

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intensely driven founder, Jeff Bezos, praised by the Seattle Times as "the definitive account of how a tech icon came to life." Amazon.com started off delivering books through the mail. But its visionary founder, Jeff Bezos, wasn't content with being a bookseller. He wanted Amazon to become the everything store, offering limitless selection and seductive convenience at disruptively low prices. To do so, he developed a corporate culture of relentless ambition and secrecy that's never been cracked. Until now. Brad Stone enjoyed unprecedented access to current and former Amazon employees and Bezos family members, giving readers the first in-depth, fly-on-the-wall account of life at Amazon. Compared to tech's other elite innovators -- Jobs, Gates, Zuckerberg -- Bezos is a private man. But he stands out for his restless pursuit of new markets, leading Amazon into risky new ventures like the Kindle and cloud computing, and transforming retail in the same way Henry Ford revolutionized manufacturing. The Everything Store is the revealing, definitive biography of the company that placed one of the first and largest bets on the Internet and forever changed the way we shop and read.

Award-winning New York Times reporters Sheera Frenkel and Cecilia Kang unveil the tech story of our times in a riveting, behind-the-scenes exposé that offers the definitive account of Facebook's fall from grace. Once one of Silicon Valley's greatest success stories, Facebook has been under constant fire for the past five years, roiled by controversies and crises. It turns out that while the tech giant was connecting the world, they were

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also mishandling users' data, spreading fake news, and amplifying dangerous, polarizing hate speech. The company, many said, had simply lost its way. But the truth is far more complex. Leadership decisions enabled, and then attempted to deflect attention from, the crises. Time after time, Facebook's engineers were instructed to create tools that encouraged people to spend as much time on the platform as possible, even as those same tools boosted inflammatory rhetoric, conspiracy theories, and partisan filter bubbles. And while consumers and lawmakers focused their outrage on privacy breaches and misinformation, Facebook solidified its role as the world's most voracious data-mining machine, posting record profits, and shoring up its dominance via aggressive lobbying efforts. Drawing on their unrivaled sources, Sheera Frenkel and Cecilia Kang take readers inside the complex court politics, alliances and rivalries within the company to shine a light on the fatal cracks in the architecture of the tech behemoth. Their explosive, exclusive reporting led them to a shocking conclusion: The missteps of the last five years were not an anomaly but an inevitability—this is how Facebook was built to perform. In a period of great upheaval, growth has remained the one constant under the leadership of Mark Zuckerberg and Sheryl Sandberg. Both have been held up as archetypes of uniquely 21st century executives—he the tech “boy genius” turned billionaire, she the ultimate woman in business, an inspiration to millions through her books and speeches. But sealed off in tight circles of advisers and hobbled by their own ambition and hubris, each has stood by as their technology is coopted by hate-

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mongers, criminals and corrupt political regimes across the globe, with devastating consequences. In An Ugly Truth, they are at last held accountable.

All about the creation of Facebook, from an insider who saw it all. Get driven to create your awe inspiring startup. See it all at www.fbbook.com.

The hidden brain is the voice in our ear when we make the most important decisions in our lives—but we're never aware of it. The hidden brain decides whom we fall in love with and whom we hate. It tells us to vote for the white candidate and convict the dark-skinned defendant, to hire the thin woman but pay her less than the man doing the same job. It can direct us to safety when disaster strikes and move us to extraordinary acts of altruism. But it can also be manipulated to turn an ordinary person into a suicide terrorist or a group of bystanders into a mob. In a series of compulsively readable narratives, Shankar Vedantam journeys through the latest discoveries in neuroscience, psychology, and behavioral science to uncover the darkest corner of our minds and its decisive impact on the choices we make as individuals and as a society. Filled with fascinating characters, dramatic storytelling, and cutting-edge science, this is an engrossing exploration of the secrets our brains keep from us—and how they are revealed.

The first in-depth look at the multibillion-dollar company Alibaba.com—known to many as "China's eBay"—and the inspirational story behind the man who created it. A bestseller in China and now translated into English and updated with recent events, Alibaba by Liu Shiying and

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Martha Avery tells the remarkable story behind the Internet phenomenon Alibaba.com and its founder Jack Ma, a man Barron's named one of the World's Top 30 CEOs in 2008. Ma's rise to prominence presents a riveting story: Despite growing up in China during the Cultural Revolution—in a period of total state control of the economy—he developed the keen entrepreneurial instincts that propelled him to billionaire status and enabled him to build a company outside the usual government channels. These instincts and habits incorporated martial arts training and allowed him to recognize, early on, that the Internet could leverage his company to rapid growth and also transform the way business is done around the world. Alibaba.com, where businesses can buy and sell everything from air beds to zippers, started with a modest initial investment of \$60,000 and has grown exponentially since its founding in 1999 to become the world's biggest business-to-business Web site. In 2007 it became the second largest IPO in history (after Google), and Fast Company has named it one of the world's most innovative companies. As a result, smart investors and technology insiders will be keeping a close eye on Alibaba for years to come. Whether you're seeking to understand China's meteoric rise, or just searching for the next Google, Yahoo!, or Amazon, Alibaba is crucial reading.

NEW YORK TIMES BEST SELLER • A TODAY SHOW #READWITHJENNA BOOK CLUB PICK! An incandescent memoir from an astonishing new talent, Beautiful Country puts readers in the shoes of an undocumented child living in poverty in the richest

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country in the world. "Extraordinary...Consider this remarkable memoir a new classic."—Publishers Weekly, *Starred Review* In Chinese, the word for America, Mei Guo, translates directly to "beautiful country." Yet when seven-year-old Qian arrives in New York City in 1994 full of curiosity, she is overwhelmed by crushing fear and scarcity. In China, Qian's parents were professors; in America, her family is "illegal" and it will require all the determination and small joys they can muster to survive. In Chinatown, Qian's parents labor in sweatshops. Instead of laughing at her jokes, they fight constantly, taking out the stress of their new life on one another. Shunned by her classmates and teachers for her limited English, Qian takes refuge in the library and masters the language through books, coming to think of The Berenstain Bears as her first American friends. And where there is delight to be found, Qian relishes it: her first bite of gloriously greasy pizza, weekly "shopping days," when Qian finds small treasures in the trash lining Brooklyn's streets, and a magical Christmas visit to Rockefeller Center—confirmation that the New York City she saw in movies does exist after all. But then Qian's headstrong Ma Ma collapses, revealing an illness that she has kept secret for months for fear of the cost and scrutiny of a doctor's visit. As Ba Ba retreats further inward, Qian has little to hold onto beyond his constant refrain: Whatever happens, say that you were born here, that you've always lived here. Inhabiting her childhood perspective with exquisite lyric clarity and unforgettable charm and strength, Qian Julie Wang has penned an essential American story about a family fracturing under

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the weight of invisibility, and a girl coming of age in the shadows, who never stops seeking the light.

NATIONAL BESTSELLER “The Social Network, the much anticipated movie...adapted from Ben Mezrich’s book The Accidental Billionaires.” —The New York Times Best friends Eduardo Saverin and Mark Zuckerberg had spent many lonely nights looking for a way to stand out among Harvard University’s elite, competitive, and accomplished student body. Then, in 2003, Zuckerberg hacked into Harvard’s computers, crashed the campus network, almost got himself expelled, and was inspired to create Facebook, the social networking site that has since revolutionized communication around the world. With Saverin’s funding their tiny start-up went from dorm room to Silicon Valley. But conflicting ideas about Facebook’s future transformed the friends into enemies. Soon, the undergraduate exuberance that marked their collaboration turned into out-and-out warfare as it fell prey to the adult world of venture capitalists, big money, and lawyers.

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