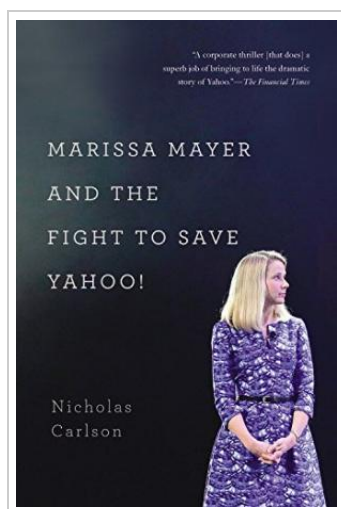




Marissa Mayer and the Fight to Save Yahoo!

By Nicholas Carlson

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...

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This publication might be well worth a read, and much better than other. It really is simplified but excitement inside the 50 % of the book. You will not feel monotony at whenever you want of the time (that's what catalogues are for concerning when you check with me).

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Thorough guide! Its this sort of excellent read. It is really simplified but unexpected situations in the 50 % in the book. You are going to like just how the blogger create this publication.

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