



Facebook Effect: The Inside Story of the Company That Is Connecting the World

By David Kirkpatrick

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Today - six years after it was created in a Harvard dorm room - over 500 million people use Facebook regularly, in just about every country on earth. That a company this powerful and influential was started as a lark by a couple of 19-year-olds makes it a fascinating and surprising tale. That one of them, the visionary Mark Zuckerberg, had the maturity, strategic smarts and luck to keep his company ahead of its rivals anchors the tale. With exclusive inside access to all the company's leaders David Kirkpatrick tells of the vision, the tenacity, the refusal to compromise, and the vision Zuckerberg has to remake the internet. A brilliant and fascinating cast of characters created Facebook and Kirkpatrick has interviewed all of them. Never before have Zuckerberg and his closest colleagues told what really happened as they built their dynamo while eating fast food, staying up all night, and thumbing their noses at how things are usually done.

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Editorial Review

From Publishers Weekly

There's never been a Web site like Facebook: more than 350 million people have accounts, and if the growth rate continues, by 2013 every Internet user worldwide will have his or her own page. And no one's had more access to the inner workings of the phenomenon than Kirkpatrick, a senior tech writer at *Fortune* magazine. Written with the full cooperation of founder Mark Zuckerberg, the book follows the company from its genesis in a Harvard dorm room through its successes over Friendster and MySpace, the expansion of the user base, and Zuckerberg's refusal to sell. The author is at his best discussing the social implications of the site, from the changing notions of privacy to why and how people use Facebook—increasingly it's to come together around a common interest or cause (the eponymous Facebook Effect). Though significantly more informative, thoughtful, and credible than Ben Mezrich's *The Accidental Billionaires*, it may be hamstrung by its late entry; the furor over Facebook has more or less subsided, and potential readers are more likely to be using the site than to be reading about its origins. (June)

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From [Booklist](#)

Starred Review The greatest measure of the appeal of a business narrative is its story-ability, that is, the ways in which the tale of a corporation's ups and downs grabs its readers. Such is the case with *Fortune* magazine journalist Kirkpatrick's look at Facebook and its growth. The reason? In part because its co-founder now CEO Mark Zuckerberg allowed almost unprecedented access to the author—not one but several times. The results seems to mirror Zuckerberg's insistence on an "open and transparent" dialogue with itself and with its customers. Starting from a 2003 Harvard campus Web site created to keep track of schoolmates, Facebook has grown in less than a decade to nearly a half billion users and multimillions in revenues, a growth trajectory credited to its C-suite's unwavering vision and its continual innovations—including News Feed, multiple applications, and self-service advertising. Talented people, too, add to the explosion that is Facebook; Kirkpatrick's pages are populated with names like Steve Ballmer, Lawrence Summers, Larry Brin, and lesser-known others who've contributed to this social networking phenomenon. Kirkpatrick also keeps his superlatives in check, weaving stories about Zuckerberg and his cadre while clearly showing the warts as well. An intriguing, almost participatory, read. --Barbara Jacobs

Review

"David Kirkpatrick was handed the keys to the Facebook kingdom - the result is the definitive account of its phenomenal rise" Observer "Leaves you with a deep understanding of Facebook, its philosophies and, most startlingly, its power. You come away with a creepy new awareness of how a directory of college students is fast becoming a directory of all humanity" Scotsman "A well-reported account of the first six years of one of the most important companies on earth" Financial Times "Mr. Kirkpatrick provides some intriguing insights into the psyche of Mr. Zuckerberg" The Economist "A compelling account of the origins and prospects of the social networking giant" The Week

Users Review

From reader reviews:

Deloras Pinkston:

A lot of people always spent their particular free time to vacation or perhaps go to the outside with them friends and family or their friend. Did you know? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity honestly, that is look different you can read a book. It is really fun in your case. If you enjoy the book that you just read you can spent the entire day to reading a guide. The book Facebook Effect: The Inside Story of the Company That Is Connecting the World it is quite good to read. There are a lot of those who recommended this book. These folks were enjoying reading this book. If you did not have enough space to deliver this book you can buy the actual e-book. You can m0ore effortlessly to read this book from a smart phone. The price is not too costly but this book provides high quality.

Marni Elliott:

Playing with family in the park, coming to see the water world or hanging out with buddies is thing that usually you will have done when you have spare time, then why you don't try point that really opposite from that. 1 activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love Facebook Effect: The Inside Story of the Company That Is Connecting the World, you could enjoy both. It is fine combination right, you still need to miss it? What kind of hangout type is it? Oh occur its mind hangout men. What? Still don't get it, oh come on its referred to as reading friends.

Peggy Mitchum:

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Bonnie Parker:

Is it an individual who having spare time then spend it whole day by means of watching television programs or just laying on the bed? Do you need something totally new? This Facebook Effect: The Inside Story of the Company That Is Connecting the World can be the solution, oh how comes? The new book you know. You are consequently out of date, spending your free time by reading in this brand new era is common not a geek activity. So what these publications have than the others?

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