



Marissa Mayer and the Fight to Save Yahoo!

Nicholas Carlson

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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 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.

PRAISE FOR MARISSA MAYER AND THE FIGHT TO SAVE YAHOO!

The New York Times says the book is "a lot of fun to read" and "an impressive feat." *The New York Times* also writes, "As Nicholas Carlson demonstrates in MARISSA MAYER AND THE FIGHT TO SAVE YAHOO!, a vivid account of her vertiginous career climb, Mayer is worth paying attention to for reasons that transcend gender. Carlson presents her as a complex personality who defies most stereotypes."

"A corporate thriller [that does] a superb job of bringing to life the dramatic story of Yahoo." --*The Financial Times*

"A quick, compelling read...[one that] is, without question, a riveting lens from which to study Yahoo: There are ups, there are downs, there are heroes, and there are villains." --*Fortune*

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Virginia Glass:

This Marissa Mayer and the Fight to Save Yahoo! book is simply not ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is usually information inside this guide incredible fresh, you will get info which is getting deeper an individual read a lot of information you will get. This specific Marissa Mayer and the Fight to Save Yahoo! without we comprehend teach the one who reading it become critical in contemplating and analyzing. Don't be worry Marissa Mayer and the Fight to Save Yahoo! can bring any time you are and not make your tote space or bookshelves' become full because you can have it with your lovely laptop even telephone. This Marissa Mayer and the Fight to Save Yahoo! having excellent arrangement in word as well as layout, so you will not really feel uninterested in reading.

Pamela Jernigan:

Now a day people that Living in the era wherever everything reachable by connect to the internet and the resources included can be true or not need people to be aware of each details they get. How many people to be smart in getting any information nowadays? Of course the solution is reading a book. Reading through a book can help men and women out of this uncertainty Information particularly this Marissa Mayer and the Fight to Save Yahoo! book as this book offers you rich info and knowledge. Of course the knowledge in this book hundred % guarantees there is no doubt in it you probably know this.

Margaret Phillips:

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David Mathews:

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