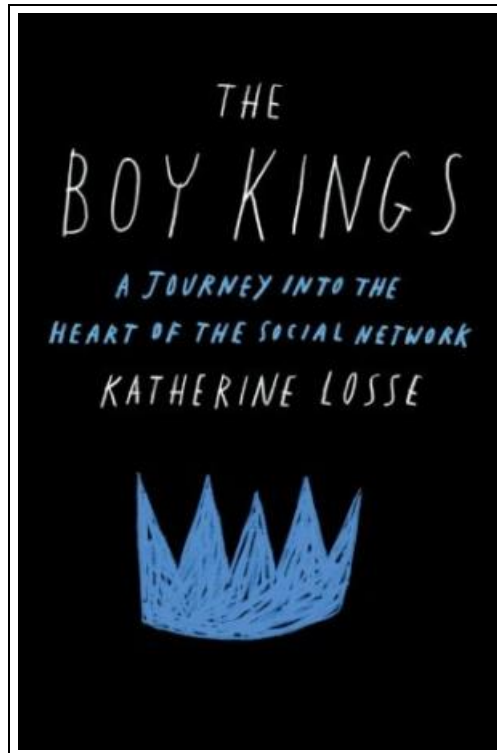


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THE BOY KINGS: A JOURNEY INTO THE HEART OF THE SOCIAL NETWORK



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SIMON SCHUSTER, United States, 2014. Paperback. Book Condition: New. Reprint. 214 x 139 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Losse was a grad school refugee when she joined Facebook as employee #51 in 2005. Hired to answer user questions such as What is a poke? and Why can't I access my ex-girlfriend's profile? her early days at the company were characterized by a sense of camaraderie, promise, and ambition: Here was a group of scrappy young upstarts on a mission to rock Silicon Valley and change the world. Over time, this sense of mission became so intense that working for Facebook felt like more than just a job; it implied a wholehearted dedication to the cause. Employees were incentivized to live within one mile of the office, summers were spent carousing at the company pool house, and female employees were told to wear T-shirts with founder Mark Zuckerberg's profile picture on his birthday. Losse started to wonder what this new medium meant for real-life relationships: Would Facebook improve our social interactions? Or would we all just adapt our behavior to the habits and rules of these brilliant but socially awkward Internet savants who have become today's youngest power players? Increasingly skeptical, Losse graduated from customer service to the internationalization team--tasked with rolling out Facebook to the rest of the world-- finally landing a seat right outside Zuckerberg's office as his personal ghostwriter, the voice of the boy king. This book takes us for the first time into the heart of this fast-growing information empire, inviting us to high-level meetings with Zuckerberg; lifting the veil on long nights of relentless hacking and trolling; taking us behind the scenes of raucous company parties; and introducing us to the personalities, values, and...



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