



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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From reader reviews:

Frances Lockhart:

The experience that you get from Marissa Mayer and the Fight to Save Yahoo! may be the more deep you digging the information that hide within the words the more you get enthusiastic about reading it. It does not mean that this book is hard to understand but Marissa Mayer and the Fight to Save Yahoo! giving you buzz feeling of reading. The article writer conveys their point in selected way that can be understood simply by anyone who read that because the author of this publication is well-known enough. This specific book also makes your own vocabulary increase well. That makes it easy to understand then can go with you, both in printed or e-book style are available. We propose you for having this particular Marissa Mayer and the Fight to Save Yahoo! instantly.

Sheila Dickerson:

The book Marissa Mayer and the Fight to Save Yahoo! has a lot associated with on it. So when you read this book you can get a lot of help. The book was compiled by the very famous author. The author makes some research prior to write this book. This specific book very easy to read you can obtain the point easily after reading this book.

Billie Gould:

Are you kind of busy person, only have 10 or even 15 minute in your morning to upgrading your mind skill or thinking skill actually analytical thinking? Then you have problem with the book in comparison with can satisfy your limited time to read it because pretty much everything time you only find guide that need more time to be learn. Marissa Mayer and the Fight to Save Yahoo! can be your answer given it can be read by you actually who have those short free time problems.

Santiago Bronson:

A number of people said that they feel fed up when they reading a publication. They are directly felt this when they get a half regions of the book. You can choose the book Marissa Mayer and the Fight to Save Yahoo! to make your reading is interesting. Your skill of reading skill is developing when you including reading. Try to choose straightforward book to make you enjoy to learn it and mingle the impression about book and studying especially. It is to be initial opinion for you to like to open a book and learn it. Beside that the book Marissa Mayer and the Fight to Save Yahoo! can to be your brand new friend when you're sense alone and confuse in what must you're doing of this time.

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