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Becoming Facebook The 10 Challenges

The book is divided into four parts. Setting the Scene, 10 challenges on the road to becoming Facebook, the Future, and Parting thoughts. The heart of the book is the 10 challenges/chapters.

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Ten challenges that helped define Facebook are presented by the author, a former Facebook insider, in a bid to tell a bit of a story about the modern-day internet behemoth. Maybe a bit of the Facebook magic will rub off, on its own scale, in your company or within your professional practice too.

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Mike Hoefflinger takes us from the start of 2009 and its 150 million users to its explosive growth over the next several years. Mike Hoefflinger is a 25-year veteran of Silicon Valley.

10 Challenges that Defined the Company Disrupting the World

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