



Ce que
Social Network
ne vous a
pas raconté

David
Kirkpatrick

La révolution facebook

*« Un reportage éblouissant,
qui se lit comme un thriller,
parfois même vertigineux. »*

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La Reacutevolution Facebook Essais Et Documents

David Kirkpatrick



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La révolution facebook David Kirkpatrick, 2011-10-05 Comment un étudiant de Harvard a-t-il créé dix-neuf ans une entreprise qui a transformé Internet et comment a-t-il géré sa phénoménale croissance David Kirkpatrick chroniqueur technologique chevronné du magazine Fortune a bénéficié de la coopération complète des responsables de Facebook de leurs collaborateurs et de leurs amis pour reconstituer l'histoire fascinante du site de réseautage social Il nous montre comment Mark Zuckerberg en donnant la priorité à la croissance sur les bénéfices a refusé maintes reprises de compromettre sa vision long terme dominer la communication sur Internet Intuitions géniales erreurs balles des collaborateurs et conseillers chassés croisés avec les capitalistes à risque la firme de Palo Alto ne cesse de rebondir d'une innovation à l'autre pour devenir une entité qui a changé la vie sociale aux États-Unis et ailleurs Facebook est devenu une présence incontournable dans la pub et le marketing avec des implications dans la politique le monde des affaires et même dans notre conception de l'identité individuelle C'est cela l'effet Facebook Une lecture captivante sous tous les angles sur un monde de 750 millions d'habitants le troisième pays de la planète Traduit de l'anglais Bernard Sigaud

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