



*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.»*

The Observer

JC Lattès

La Révolution Facebook Essais Et Documents

David Kirkpatrick

La Révolution Facebook Essais Et Documents:

La révolution facebook David Kirkpatrick, 2011-10-05 Comment un étudiant de Harvard a-t-il créé neuf ans une entreprise qui a transformé Internet et comment a-t-il géré sa première croissance David Kirkpatrick chroniqueur technologique chez Fortune a bien financé 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 pour dominer la communication sur Internet Intuitions générales erreurs ballet des collaborateurs et conseillers chassés crois pique avec les capital risqueurs 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 publicité 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 tous les points de vue sur un monde de 750 millions d'habitants le troisième pays de la planète Traduit de l'anglais Bernard Sigaud

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