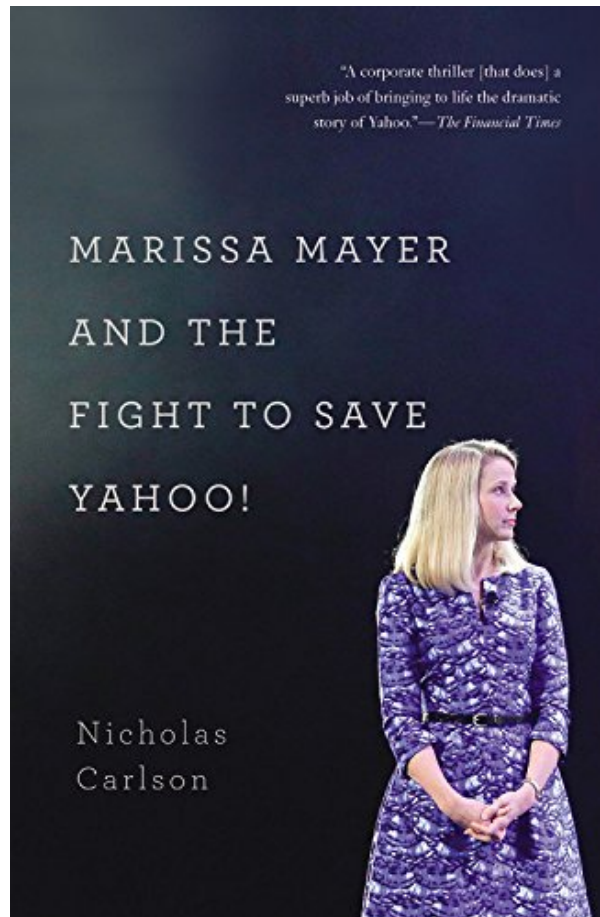


MARISSA MAYER AND THE FIGHT TO SAVE YAHOO! BY NICHOLAS CARLSON



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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!

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Most helpful customer reviews

35 of 35 people found the following review helpful.

The Instant Authority on Yahoo

By An Internet Expert

Carlson nails it. Don't be fooled by the title. This book is only marginally about Marissa Mayer. It's the authoritative book ever written about Yahoo. Starting with the history of Yahoo, Carlson explains to the reader the origins of the famous internet brand that almost - but never made it to be the most dominant company the in world. The reader is treated to a thrilling backstory with perfect context. Regardless of your

knowledge level about Yahoo, Carlson engages you the entire time. You perfectly understand the position of Yahoo through its start as a web directory in 1995 through its bumbles on acquiring Facebook or Google, and its lack of clarity about a core mission and purpose as more dominant businesses grew up around it. Only after establishing the Yahoo story - does Marissa become woven in - and Carlson gets it right. The story of her meteoric rise from top UX engineer at Google to the CEO of a famous internet brand is fascinating, whether or not you follow technology. There is a depth of understanding of Mayer, and her contrast in robotica and humanity that makes her fascinating.

This is a story, not a book. If you are looking for a page turner - the kind of story you will get through in a day - pick this up. The author tells the story in way that makes you feel smart and holds you in suspense. Adding this one to your mantle of conquered titles won't take long since you won't put it down.

Much like The Empire Strikes back, this is a cliff hanger, since the jury is still out on Yahoo's next phase.

13 of 13 people found the following review helpful.

Real page turner

By Alan Williamson

This book, contrary to the title, is not all about Mayer and her fight to save Yahoo. It is instead a history of Yahoo, the many board room drama's it has faced, the near misses and numerous hits. There is a number of chapters focusing on Mayer at Google and how she rose up through the ranks there.

The book is fast paced and well written, taking the reader through each episode of Yahoo's beleaguered history. I read this book, 341 pages, in one night, failing to put it down as each chapter kept my interest and excitement at how things were panning out. I knew of Yahoo's many failures (attempt to buy Facebook, Twitter, MySpace, etc) but what I didn't know was the real story behind those. Fascinating.

What was fascinating for me to learn was just how many CEO's Yahoo went through that never knew technology - one never even used email! This was ultimately the failure that lead Yahoo to be where it is today; two founders that never had the business ambition of Page/Brin. Got the sense they were never really that passionate about the business.

Yahoo created the very industry that made it irrelevant. Netscape, an early pioneer under Jim Clark/Marc Andreessen, had the decency to call it a day and realize it was no longer in the game. Yahoo suffers the same fate, however, management have checked out, but HR haven't been told so the payroll continues.

The sheer size of the company was staggering to learn, the amount of projects (400+) it was supporting, all with their own infrastructure and languages. There was no standard. No unifying business strategy. An example was Yahoo Photos competed with Flickr (an acquisition Yahoo made) for many years.

The only reason that Yahoo is still in the game today, is due to a \$1B investment it made in Alibaba (the chinese online marketplace company) a number of years ago. This has resulted in Yahoo's stock to be in excess of \$37B. This is a good problem to have, however Yahoo's stock is trading high not because of what it is doing back at home, but how it's investment in Alibaba is doing.

The book is unfinished. Mayer is only just getting started in Yahoo and while it is easy to quickly snap to judgement I believe there is more to come on the Yahoo story.

11 of 13 people found the following review helpful.

Highly recommended for anyone interested in business, the internet, and/or leadership profiles

By David Crow

This book has it all. It's a fascinating history of the internet and a company that practically started it all, only to be left behind by more innovative competitors. It's a behind the scenes look at gritty corporate infighting. And it's an intimate portrait of a clearly brilliant, but also deeply flawed CEO.

The author has woven all these pieces together into an exciting and highly readable narrative. I'm generally a very slow reader, but I was so captivated by this story that I read the entire thing in two days. There is enough "fly on the wall" detail to make you think you're there for some interesting and sometimes downright bizarre situations (Mayer riding a Zamboni while wearing pajamas at a Christmas party!), which makes you not want to put the book down.

Ultimately, what I loved most about the book, is the way it doesn't just set out to blame Mayer for failing to turn Yahoo around, nor does it unduly praise her and simply write off the situation as hopeless for even the best executive. Rather, the book is a highly nuanced portrait that allows the reader to make their own judgements about whether Mayer, despite her obvious flaws, is the right choice for the job.

See all 111 customer reviews...

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