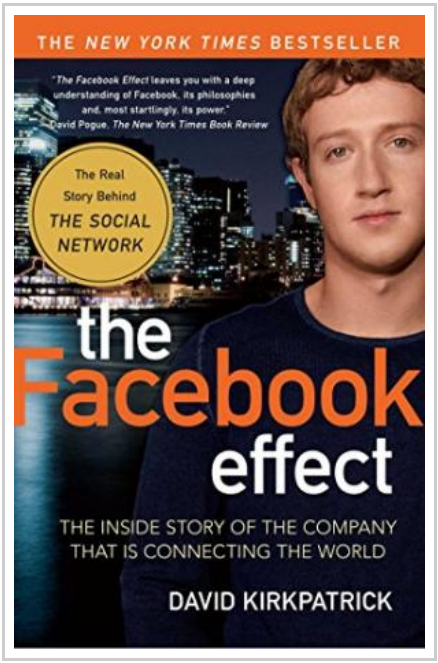



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# The Facebook Effect: The Inside Story of the Company That is Connecting the World

By David Kirkpatrick

Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, The Facebook Effect: The Inside Story of the Company That is Connecting the World, David Kirkpatrick, In little more than half a decade, Facebook has gone from a dorm-room novelty to a company with 500 million users. It is one of the fastest growing companies in history, an essential part of the social life not only of teenagers but hundreds of millions of adults worldwide. As Facebook spreads around the globe, it creates surprising effects - even becoming instrumental in political protests from Colombia to Iran. Veteran technology reporter David Kirkpatrick had the full cooperation of Facebook's key executives in researching this fascinating history of the company and its impact on our lives. Kirkpatrick tells us how Facebook was created, why it has flourished, and where it is going next. He chronicles its successes and missteps, and gives readers the most complete assessment anywhere of founder and CEO Mark Zuckerberg, the central figure in the company's remarkable ascent.

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