



**Think Like Zuck: The Five Business Secrets of
Facebook's Improbably Brilliant CEO Mark
Zuckerberg: The Five Business Secrets of
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Zuckerberg DIGITAL AUDIO**

Ekaterina Walter

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Wall Street Journal Bestseller

Make *Your* Mark in the World with the Five Success Principles of the World-Changing Social Media Site

If Facebook were a country, it would be the third largest in the world.

Facebook accounts for one of every seven minutes spent online.

More than one billion pieces of content are shared on Facebook.

There's no doubt about it. Mark Zuckerberg's creation has changed the world. Literally. Facebook has singlehandedly revolutionized the way more than one-seventh of the world's population communicates, engages, and consumes information.

If you run a business or plan to start one, you're probably asking yourself the same question organizational leaders worldwide are asking: ***What did Mark Zuckerberg do right?***

At long last, the answer is here. *Think Like Zuck* examines the five principles behind Facebook's meteoric rise, presented in actionable lessons anyone can apply—in any organization, in any industry. Written by social business trailblazer Ekaterina Walter, this groundbreaking book reveals the five "P"s of Facebook's success:

PASSION—Keep your energy and commitment fully charged at all times by pursuing something you believe in

PURPOSE—Don't just create a great product; drive a meaningful movement

PEOPLE—Build powerful teams that can execute your vision

PRODUCT—Create a product that is innovative, that breaks all the rules, that changes everything

PARTNERSHIPS—Build powerful partnerships with people who fuel imagination and energize execution

Packed with examples of Facebook's success principles in action—as well as those of Zappos, TOMS, Threadless, Dyson, and other companies—*Think Like Zuck* gives you the inspiration, knowledge, and insight to make your own mark in the world, to build a business that makes a difference, and to lead your organization to long-term profitability and growth.

"Think Like Zuck is a fascinating look at how entrepreneurial vision drives success. If you want more out of work than just a job, if you have the burning desire to build something of lasting value, then this is your guide."

—**DAVID MEERMAN SCOTT**, bestselling author of *The New Rules of Marketing and PR*

“Whether you’re a seasoned business executive or the next Mark Zuckerberg in your dorm room right now, this book is a must-read! Two likeable thumbs up!”

—**DAVE KERPEN**, *New York Times* bestselling author of *Likeable Social Media* and *Likeable Business*

“True success lies at the place where passion and purpose collide—this book will help you uncover yours.”

—**JOHN JANTSCH**, bestselling author of *Duct Tape Marketing* and *The Commitment Engine*

“*Think Like Zuck* is a must-read for any innovator, social entrepreneur, or business owner looking to capitalize on the success of Facebook to propel and realize their own vision.”

—**SIMON MAINWARING**, *New York Times* bestselling author of *We First*

“This book takes you on the ride of a lifetime and shows you how YOU can be successful! The question is: What does it take? Ekaterina gives us the answers!”

—**JEFFREY HAYZLETT**, bestselling author of *Running the Gauntlet* and global business celebrity

“In *Think Like Zuck*, you will find important principles to infuse meaning into your business strategies and inspire change. Don’t just read this book; use it.”

—**SHAWN ACHOR**, author of the international bestseller *The Happiness Advantage*

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Martha Howell:

A lot of people always spent their particular free time to vacation or maybe go to the outside with them friends and family or their friend. Were you aware? Many a lot of people spent they free time just watching TV, or even playing video games all day long. If you want to try to find a new activity that is look different you can read any book. It is really fun for you personally. If you enjoy the book you read you can spent the entire day to reading a reserve. The book Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg DIGITAL AUDIO it is quite good to read. There are a lot of those who recommended this book. They were enjoying reading this book. Should you did not have enough space to bring this book you can buy often the e-book. You can m0ore quickly to read this book out of your smart phone. The price is not too expensive but this book possesses high quality.

Larry Mason:

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this extraordinary investing spare time activity?

John Yates:

Do you like reading a reserve? Confuse to looking for your chosen book? Or your book seemed to be rare? Why so many problem for the book? But almost any people feel that they enjoy with regard to reading. Some people likes reading, not only science book and also novel and Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg DIGITAL AUDIO or others sources were given know-how for you. After you know how the truly amazing a book, you feel desire to read more and more. Science book was created for teacher or perhaps students especially. Those books are helping them to bring their knowledge. In other case, beside science publication, any other book likes Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg DIGITAL AUDIO to make your spare time much more colorful. Many types of book like here.

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