



Marissa Mayer and the Fight to Save Yahoo! (Paperback)

By Nicholas Carlson

Twelve, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 130 mm. Language: English . Brand New Book. 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...



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