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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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