



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

*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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