

THE WAY OF THE BUSINESS HACK

"Read this book—and buy it for the budding innovators in your company
to inspire their passion and purpose."

—CHARLENE LI, bestselling author of *Open Leadership* and *Groundswell*



THINK LIKE ZUCK

The Five Business Secrets of
Facebook's Improbably Brilliant CEO

MARK ZUCKERBERG

EKATERINA WALTER

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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

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

(continued on back flap)

Praise for *Think Like Zuck*

“Ekaterina writes about innovation not only from the heart but also with the wisdom that comes from having led Intel through a social media transformation. Read this book—and buy it for the budding innovators in your company to inspire their passion and purpose.”

—Charlene Li, author of bestsellers *Open Leadership* and *Groundswell*
and founder of Altimeter Group

“*Think Like Zuck* provides a fresh perspective on entrepreneurship, drawing inspiration from some of the most innovative companies of our time.”

—Clara Shih, author of *The Facebook Era: Tapping Online
Social Networks to Market, Sell, and Innovate*

“*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. It’s for harnessing an entrepreneurial spirit no matter where you are—on your own, inside a big company, or as part of a nonprofit, church, or any other organization.”

—David Meerman Scott, bestselling author of
The New Rules of Marketing and PR

“Ekaterina Walter does far more than reveal the story of Facebook and its founder, Mark Zuckerberg. She reveals the emotional, intellectual, and proactive blueprint that determines which entrepreneurs fail, which succeed, and the few that do so spectacularly. *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: How Brands and Consumers Use Social Media to Build a Better World

“*Think Like Zuck’s* thoughtful rendering of the Facebook phenomenon provides keen insight into the one thing that the most successful companies on the web share: an ability to create instant and vital connections among individuals around the world. In its rapid spread to give us all both a global soapbox *and* a virtual fence to chat and share pictures over, Facebook represents a fundamental shift in the way we live: the Internet is now the primary touch point for the relationships people form. Businesses with an eye on profit must read this book and come to terms with the undeniable reality of Mark Zuckerberg’s vision.”

—Keith Ferrazzi, founder and chairman of Ferrazzi Greenlight
and *New York Times* bestselling author of
Who’s Got Your Back and *Never Eat Alone*

Think Like
Zuck

TUN DR. MAHATHIR MOHAMAD

Think Like **ZUCK**

The Five Business Secrets of
Facebook's Improbably Brilliant CEO Mark Zuckerberg

Ekaterina Walter



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*To all the dreamers: it is because you refuse to recognize the
“impossible” that breathtaking innovation happens.*

*To my father, Oleg. Your self-sacrifice and guidance
have helped shape my future.*

CONTENTS

ACKNOWLEDGMENTS	xi
INTRODUCTION	
CONNECTING THE WORLD	1
CHAPTER 1	
PASSION	19
CHAPTER 2	
PURPOSE	39
CHAPTER 3	
PEOPLE	77
CHAPTER 4	
PRODUCT	125
CHAPTER 5	
PARTNERSHIPS	159
<i>QUI AUDET ADIPISCITUR: WHO DARES, WINS</i>	177
NOTES	185
INDEX	197

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Think Like
Zuck

INTRODUCTION

CONNECTING THE WORLD

This morning, there are more than one billion people using Facebook actively each month. If you're reading this: thank you for giving me and my little team the honor of serving you. Helping a billion people connect is amazing, humbling and by far the thing I am most proud of in my life. I am committed to working every day to make Facebook better for you, and hopefully together one day we will be able to connect the rest of the world too.

—Mark Zuckerberg in his Facebook status update
on October 4, 2012¹

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

"*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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