



Business the Yahoo Way: Secrets of the Worlds Most Popular Internet Company (Big Shots)

Anthony Vlamis, Bob Smith

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For millions of users Yahoo! is the internet - a true portal offering a branded network of media, commerce and communication. Business the Yahoo! Way spotlights the ten key business management principles that have guided the company to its success as the world's leading internet media company. Readers will gain knowledge and practical guidance on competing and managing in today's internet-based economy through the vision, expertise and strategic yet funky style of its two chief Yahoos! - co-founders Jerry Yanf and David Filo - as well as on the management skills and business acumen of its top managers - chairman Tim Koogle and president Jeff Mallet.



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