

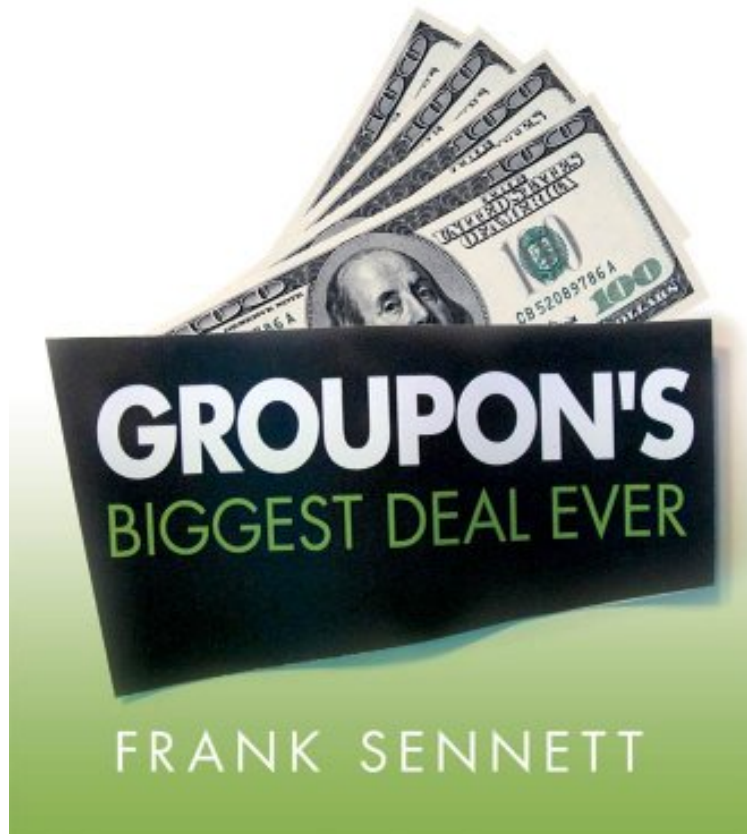
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# **Groupon's Biggest Deal Ever: The Inside Story of How One Insane Gamble, Tons of Unbelievable Hype, and Millions of Wild Deals Made Billions for One Ballsy Joker**

*Frank Sennett*

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THE INSIDE STORY OF HOW  
ONE INSANE GAMBLE, TONS OF  
UNBELIEVABLE HYPE AND MILLIONS  
OF WILD DEALS MADE BILLIONS  
FOR ONE BALLSY JOKER



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**Frank Sennett : Groupon's Biggest Deal Ever: The Inside Story of How One Insane Gamble, Tons of Unbelievable Hype, and Millions of Wild Deals Made Billions for One Ballsy Joker** before purchasing it in order to gage whether or not it would be worth my time, and all praised Groupon's Biggest Deal Ever: The Inside Story of How One Insane Gamble, Tons of Unbelievable Hype, and Millions of Wild Deals Made Billions for One Ballsy

Joker:

0 of 0 people found the following review helpful. Biographical style of writing the history of GrouponBy Jaime MontoyaI liked the humorous style that the author describes the events in a chronological order.I would have liked to have this book written after Andrew Mason was fired from the company he co-founded to have a section addressing that episode.I recommend this book to entrepreneurs looking for inspiration and I find the writing style and format similar to the book "Accidental Billionaires: The Founding of Facebook, a tale of....." I do not remember the exact name but I read it too. It is the book on which the movie The Social Network was based.Five stars to this book. I learned about Groupon and its ups and downs. Interesting lessons for entrepreneurs.2 of 2 people found the following review helpful. Great book, butBy ajaxchessthe Groupon story is unfolding so fast. I wish the book covered the firing of Andy Mason. Frank, go forward in time a year, interview everyone, write an update to your book and send it back in time to us. Please!!!1 of 1 people found the following review helpful. shallowBy Customeri did not think this book offered a lot of meaningful insight and was written in a manner that made me struggle to continue reading

The inside story of the meteoric rise of Groupon from startup to \$30 billion online giant and the audacious genius behind it, founder Andrew MasonIn late 2010, Groupon made an incredible gamble. Rather than take Google's \$6 billion buyout offer, founder Andrew Mason turned the search giant down and decided to go it alone. The experts thought he was insane. Groupon was little more than two years old and staffed from top to bottom with twenty-somethings. The wild ride couldn't last, but Mason thought otherwise, and with knowledge of a possible IPO he liked his odds. A discount service that offers a deal a day at local merchants in countless cities in more than forty-three countries, Groupon is the fastest-growing company in Internet history and is as committed to innovating a new model for commerce as it is to creating an office culture and editorial voice based on radical transparency and absurd humor. Groupon's Biggest Deal Ever is the exclusive and unparalleled account of the incredible rise of discount giant Groupon and the compelling story of its offbeat founder Andrew Mason as he created a juggernaut of online commerce and ignited a consumer revolution.

Praise for Groupon's Biggest Deal Ever Top 10 Business Book of 2012\*ldquo;Perfect for would-be entrepreneurs with a dollar and a dreamhellip; Mr. Sennett had an enviable level of access during his reporting, and it pays off in a highly readable series of vignettes that demonstrate just how much personality plays in high-stakes Silicon Valley deal-makinghellip; For students of start-ups, there is much to enjoy in this breezy retelling of three tumultuous years with hundreds of millions of dollars on the line.rdqquo;--The Wall Street Journal ldquo;Fresh, fun, and exciting! A great inside business story wonderfully told."ndash;Tony Hsieh, New York Times bestselling author of Delivering Happiness and CEO of Zappos.com, Inc.ldquo;The lsquo;insane gamblersquo; referred to in the subtitle is the one in which Andrew Mason, the founder of the Internet coupon site Groupon, turned down a \$6 billion buyout offer from Googlehellip;Told with an appealingly jaunty prose style (imagine Ben Mezrich but with even more enthusiasm), the story portrays Mason as a plucky entrepreneur, a laidback and politically incorrect school prankster who, on the other hand, is a sharp-as-a-tack computer programmer and a guy whorsquo;s savvy enough to know a good idea when he has it... Is there a movie here, too, following in the wake of The Social Network? Well, there are no Winklevoss twins in the story, but donrsquo;t bet against it.rdqquo;ndash;Booklist (Starred , Top 10 Business Book of 2012\*)ldquo;By the end of the first chapter, Sennett's nuggets of detail swell into full-blown revelations. The Time Out Chicago editor in chief quickly plunges readers into Groupon's boardroom, providing one of the most detailed accounts of how close the founders came in late 2010 to accepting a \$5.75 billion buyout offer from Google and why they ultimately rejected ithellip; The cover of Sennett's book promises "the inside story" of the Chicago-based daily deal company that went from tech startup to multibillion-dollar initial public offering in less than four years, and that's what it delivers. Even the closest of Groupon observers will learn a lot. And they'll also hear from company insiders who rarely grant interviewshellip; Through numerous anecdotes and observations, Sennett also captures all 360 degrees of Mason's personality, from his stubbornness and immaturity to his talent, dedication and loyaltyhellip; Sennett has provided us with a well-written and revealing first draft of the company's start.rdqquo;--Chicago Tribune ldquo;[Groupon's Biggest Deal Ever] is the first comprehensive examination of Chicago's overnight Internet star; it takes readers from the company's start, through its almost-sale to Google Inc. in late 2010 to its IPO last fall.rdqquo;--Crainrsquo;s Chicago Businessldquo;A fast-and-furious account of how Groupon and its young founder bucked acquisition trends by rejecting a \$6 billion buyout offer from web titan Googlehellip;. A justifiably dramatic look at the machinations of a resoundingly successful startup and its 'Andy Kaufman of CEOs.rdqquo;ndash;Kirkus s ldquo;Groupon CEO Andrew Mason takes center stage in this story about the companyrsquo;s founding, development, and explosive assenthellip; Itrsquo;s refreshing and enjoyable to read Sennettrsquo;s likable portrait of Mason (ldquo;the inexperienced CEO hiding a brilliant analytical mind behind a goofball demeanorrdquo;) and Lefkofsky (nicknamed ldquo;Punchablerdqquo; by Mason for his hard-edged, ldquo;alpha dogrdquo; attitude). Sennett succeeds in presenting a balanced view of the company, complete with bad press and ldquo;damaging controversy.rdqquo; ndash;Publishers

Weeklynbsp;ldquo;From the fast-paced opening pages, where we learn why Groupon rejected Google's \$6 billion offer, Frank Sennett takes us on the wild journey of founder Andrew Mason's unlikely success and how it could just as easily have never happened at all.rdqquo;ndash;William D. Cohan, New York Times bestselling author of Money and Power and House of Cardsldquo;Morenbsp;Social Networknbsp;thannbsp;Barbarians at the Gate, this is annbsp;entertaining tale where the geeks meet money and power, and the skinny guys run away with the cash, only may be they donrsquo;t.rdqquo;nbsp; ndash;Paco Underhill, author of Why We Buy, Call of the Mall, and What Women Wantldquo;Ever wonder why you arenrsquo;t one mouse click away from becoming a billionaire? Grouponrsquo;s Biggest Deal Ever gives you a funny, compelling, blow-by-blow account of what stands between a clever idea and an internet fortune.nbsp; You may never launch into cyberspace like the bookrsquo;s zany and tenacious heroes, but you will gain a new perspective on how ideas blossom and mega-deals get made, and yoursquo;ll have fun along the way.rdqquo;ndash;Jerry A. Webman, Chiefnbsp;Economist Oppenheimer Funds and author of MoneyShift: How to Prosper from What You Can't Control ldquo;So whatsquo;s a three-year-old companyndash;ndash;one thatrsquo;s never made a profit, burns cash like therersquo;s no tomorrow and has an easily duplicable business modelndash;ndash;actually worth? If the companyrsquo;s name is Groupon, the skysquo;s the limit. Frank Sennett tells the gripping story of entrepreneur/carnival-barker Andrew Masonrsquo;s gutsy decision to turn down a \$6 billion buyout offer from Silicon Valleysquo;s 600-pound gorilla (Google) and plunge ahead with an IPO that valued Andysquo;s excellent adventure at close to \$16.7 billion. Grouponrsquo;s Biggest Deal Ever proves that, on Wall Street, truth really is stranger than fiction.rdqquo;nbsp;nbsp;ndash;Peter Passell, Editor of the Milken Institute and author of Where to Put Your Money Now