

The book was found

# The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth



## **Synopsis**

When Peter Thiel and Max Levchin launched an online payment website in 1999, they hoped their service could improve the lives of millions around the globe. But when their start-up, PayPal, survived the dot.com crash only to find itself besieged by unimaginable challenges, that dream threatened to become a nightmare. PayPal's history - as told by former insider Eric Jackson - is an engrossing study of human struggle and perseverance against overwhelming odds. The entrepreneurs that Thiel and Levchin recruited to overhaul world currency markets first had to face some of the greatest trials ever thrown at a Silicon Valley company before they could make internet history. Business guru Tom Peters, author of *In Search of Excellence*, called the hardcover edition of *The PayPal Wars* a real page turner that featured what he called the best description of business strategy unfolding in a world changing at warp speed. The new paperback edition will feature updated material and even more insights on the state of internet commerce.

## **Book Information**

Paperback: 350 pages

Publisher: WND Books; 1 edition (May 31, 2012)

Language: English

ISBN-10: 1936488590

ISBN-13: 978-1936488599

Product Dimensions: 5.4 x 0.8 x 8.2 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ  See all reviewsÂ  (75 customer reviews)

Best Sellers Rank: #307,755 in Books (See Top 100 in Books) #58 inÂ  Books > Computers & Technology > Internet & Social Media > eBay #129 inÂ  Books > Business & Money > Economics > Commerce #728 inÂ  Books > Business & Money > Biography & History > Company Profiles

## **Customer Reviews**

Way in the last century, I made my first Internet purchase, from , and it was so remarkably strange and new that I actually wrote a letter to friends about my experience. Such purchases now are of course nothing to write home about, and the process of paying on the Internet has become itself a big business. In *\_The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth\_* (World Ahead Publishing), Eric M. Jackson gives an insider's view of an important part of the growth into the new world of Internet trade. As the subtitle indicates, there are plenty of battles detailed here, lots of skirmishes with tactics and attempts to guess what the next move of the

opponent will be. The opponent throughout the book was the auction site eBay, but a look at the back of the book's jacket will tell you how the battles turned out: "The PayPal Wars" is not sponsored or endorsed in any manner by eBay, Inc., or its subsidiary PayPal, Inc." It would seem as if eBay won, but actually, PayPal had made itself so indispensable that the young company was incorporated into the larger one in 2002, acquired for a cool billion and a half dollars. It turns out that how PayPal won is a fine story, exciting in parts, and not just for those interested in the modern business world. Jackson begins his story with his recruitment to the startup in 1999. He had been an analyst for one of the best-reputed firms in the world, Arthur Andersen, and was invited to abandon his staid but reliable job to come to the fledgling PayPal. He could not find his boss, he had to borrow someone else's computer, and he had no desk. "At least Andersen gave its new hires a place to sit," he grumbled.

This inspiring story of a scrappy startup and its crack team is a must-read for entrepreneurs, business owners, and even PayPal's upper management of today. Even as PayPal grew into a sizable company post-IPO, its irreverent and open culture kept innovation alive and overhead at a minimum, allowing its product development group to get features onto the site with as little notice as a couple weeks. In the two years since the acquisition, eBay's corporate heavy-handedness has systematically ground down the innovative and spirited drive that kept PayPal one step of eBay through the war described in this book. Product lifecycles are lengthening, defect rates grow as technology management short-sightedly cuts QA schedules (see their recent site outages), and strategy is micromanaged by uninformed executives instead of being delegated to those who know the marketplace and the technology. The empowerment of their staff by Peter Thiel, David Sacks, and Max Levchin touted so often in this book is completely gone. If the current trend continues, the eBay community can expect the same oblivious, clumsy decisions made by eBay during the PayPal wars (SYI, Checkout) to be made by the "new" PayPal, instead of real product innovations to help real people. Make no mistake - while PayPal and eBay's services are highly complementary, their cultures are very different. This book shows how a vibrant, innovative, and merit-based culture emerged in PayPal through a trial by fire. In contrast, eBay's market success was assured nearly from the beginning, making its executive staff lazy and complacent. An inevitable network effect made eBay's expansion so easy that its management could rely on hamfisted corporate tactics to beat competitors - buying out Half.

[Download to continue reading...](#)

The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth Selling on

eBay: 7 Steps to Selling \$5,000 Per Month on eBay in Less Than 25 Hours a Week (selling on ebay, how to sell on ebay, ebay selling, ebay business, ebay, ebay marketing,) 200 Items To Sell On eBay Right Now Box Set (6 in 1): Learn Over 200 Items To Sell On eBay Right Now For Huge Profits (eBay Mastery, How To Sell On eBay, eBay Secrets Revealed) eBay Selling Mastery 2016: Turn Your eBay Hobby To A Six Figure Business (Product Sourcing, Product Research, Retail Arbitrage, Wholesale, Liquidation, eBay Secrets, ebay listings) eBay Shipping Simplified: How to Store, Package, and Ship the Items You Sell on eBay, , and Etsy (eBay Selling Made Easy) How To Sell On Etsy And eBay Box Set (6 in 1): Learn The Secrets On Exactly How To Sell On Etsy and eBay For Massive Profits (Etsy Selling, eBay Secrets Revealed, Work From Home) eBay: How To Start Your Own eBay Business - 13 Amazing Tips And Secrets To eBay Success! eBay 2014: Why You're Not Selling Anything on eBay, and What You Can Do About It (EBay Selling Made Easy) Ultimate eBay Bundle: eBay 2014 & eBay 2015 eBay Unleashed: A Beginners Guide to making Money on eBay (EBay Selling Made Easy Book 2) The Ebay Suspension Guide - How to Get Back On Ebay With an Ebay Stealth Account, After Being Suspended PayPal Programming: Questions and Answers The Mafia's Greatest Hits Three Volume Boxed Set (The Mafia's Greatest Hits Book 4) Historia de la mafia / Cosa Nostra: A History of the Sicilian Mafia (Spanish Edition) Pussycats: Why The Rest Keeps Beating The Rest, And What Can Be Done About It Convictions: A Prosecutor's Battles Against Mafia Killers, Drug Kingpins, and Enron Thieves Star Wars: Star Wars Character Description Guide (A New Hope) (Star Wars Character Encyclopedia Book 1) Star Wars Galaxy Tiles: A Star Wars Supplement (Star Wars Accessory) Star Wars Miniatures Ultimate Missions: Clone Strike: A Star Wars Miniatures Game Product (Star Wars Miniatures Product) The Clone Wars: The Crystal Caves of Ilum: A Star Wars Miniatures Map Pack (Star Wars Miniatures Product)

[Dmca](#)