

Contents

Prologue: The Facebook Effect	1
1 The Beginning	19
2 Palo Alto	42
3 Social Networking and the Internet	66
4 Fall 2004	86
5 Investors	107
6 Becoming a Company	128
7 Fall 2005	149
8 The CEO	159
9 2006	180
10 Privacy	199
11 The Platform	215
12 \$15 Billion	235
13 Making Money	256
14 Facebook and the World	274
15 Changing Our Institutions	287
16 The Evolution of Facebook	302
17 The Future	318
Postscript	334
Acknowledgments	336
A Note on Reporting for This Book	338
Notes	340
Additional Reading	353
Index	355