

## We Were Yahoo From Internet Pioneer To The Trillion Dollar Loss Of Google And Facebook

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?For anyone paying attention, the beginning of the end for Yahoo! began with decisions made by the first team of executives while the company was on its way up, which set the stage for horrific decisions made by subsequent generations of Yahoo! leadership. Most decisions were either pure incompetence...

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We Were Yahoo is similar to an abridged version of the cycle of Bell Labs' history during the transistor era — Crystal Fire (growth), Life in the Crown Jewel (corporate politics), Optical Illusions (implosion), and Kitten Clone (living death). We Were Yahoo is all of these at once, but fittingly for such a short lived company told through the career of one employee over a 23 year period, 1994- 2017. It also includes a bizarre kidnapping plot.

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Yahoo!'s story is one of missed strategies, failed opportunities, and poor execution. Early decisions to de-emphasize search features, undervalue Google, and overplay Yahoo's hand in the Facebook negotiations haunted the rest of the company's existence. In addition, factors outside of Yahoo's control—most notably how irrational expectations of Wall Street created an environment where ...

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