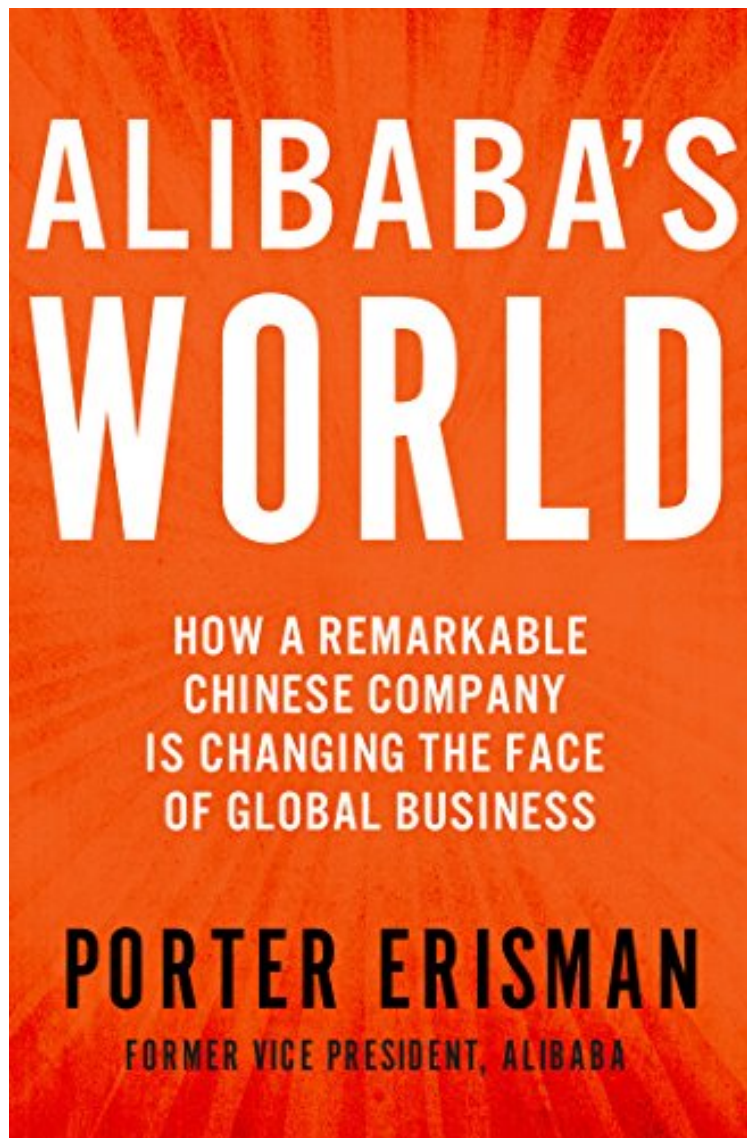


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Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business

Porter Erisman

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Porter Erisman : Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Alibaba's World: How a Remarkable Chinese Company is Changing the Face of Global Business:

1 of 1 people found the following review helpful. An Entrepreneur and Executive MUST read! -- Book shelf

worthy. By Jason Mr Erisman - You hit a home run. There are not many out there who know the truth behind the Alibaba story. Alibaba's World is the most genuine depiction of the most exciting global business success story - ever. Anybody who does not know the story behind the legend, and at times mythical figure - Jack Ma - needs to! Porter's book, more importantly, will inspire budding entrepreneurs to chase their dreams and tackle any challenge. While the success of the company Alibaba is now known by most, the real story is about Jack and the adverse challenges he overcame to go from a small dingy apartment to building one of the most impressive world head quarters. Without question, Alibaba's World is hands down a highly recommended read and well done piece of literature!

Jason Prescott CEO, Manufacturer.com | TopTenWholesale.com Author ~ Wholesale 101: A Guide to Product Sourcing for Entrepreneurs and Small Business Owners Retail 101: The Guide to Managing and Marketing Your Retail Business

0 of 0 people found the following review helpful. Alibaba and the 40 lessons By William Teh Insightful story of how Jack Ma started Alibaba. I enjoyed listening to the book, and to get a feel for the challenges how Jack Ma overcome them to start Alibaba. My 3 main takeaways are 1) Dream Big: Jack Ma's dream for Alibaba is not big.... its HUGE. When you dream big, the scary part is that you may actually accomplish it! More importantly, you will be able to attract quality people to build your dream 2) The road to success, is long and painful: It has been a journey, quite a journey for Jack and Alibaba. Success does not come overnight. It takes persistence, lots and lots of hard work, and betting big. 3) Never Give Up: Wow. For any other person besides Jack at the helm of Alibaba, the company may not have been to struggle or survive the challenges. A great inspirational story of success. Don't be disillusioned. Everyone wants to be successful, but not everyone is willing to put in the work or risk everything to accomplish it. A great read.

William Teh Investor | Author | Entrepreneur TTTrends Investments 1 of 1 people found the following review helpful. Things are happening in China By Jens Guld Bezos - 's CEO - showed up and took notes when Alibaba's CEO showed up and lectured about Alibaba. We know very little about China's new capitalism. Alibaba outshines Google and more than that. The Western press is not exactly informative, but here is the story written by a man who was involved almost from the beginning. And it is a good read.

In September 2014, a Chinese company that most Americans had never heard of held the largest IPO in history - bigger than Google, Facebook and Twitter combined. Alibaba, now the world's largest e-commerce company, mostly escaped Western notice for over ten years, while building a customer base more than twice the size of Amazon's, and handling the bulk of e-commerce transactions in China. How did it happen? And what was it like to be along for such a revolutionary ride? In Alibaba's World, author Porter Erisman, one of Alibaba's first Western employees and its head of international marketing from 2000 to 2008, shows how Jack Ma, a Chinese schoolteacher who twice failed his college entrance exams, rose from obscurity to found Alibaba and lead it from struggling startup to the world's most dominant e-commerce player. He shares stories of weathering the dotcom crash, facing down eBay and Google, negotiating with the unpredictable Chinese government, and enduring the misguided advice of foreign experts, all to build the behemoth that's poised to sweep the ecommerce world today. And he analyzes Alibaba's role as a harbinger of the new global business landscape - with its focus on the East rather than the West, emerging markets over developed ones, and the nimble entrepreneur over the industry titan. As we face this near future, the story of Alibaba - and its inevitable descendants - is both essential and instructive.

"Erisman's comprehensive account of 'how a schoolteacher rose from obscurity to build the world's largest e-commerce company' provides a dizzying look at this company's startling birth, growth, and success . . . A fascinating insider's look at the digital opening of China." --Publishers Weekly

About the Author Porter Erisman worked for Ogilvy Mather in Beijing prior to joining Alibaba.com. From 2000-2008, he worked as a vice president at Alibaba.com and Alibaba Group, at various times leading the company's international website operations, international marketing, and corporate affairs as one of the company's first American employees. He is the writer and director of Crocodile in the Yangtze, a documentary about the rise of Alibaba and its famous founder Jack Ma.