

THE PAYPAL WARS: BATTLES WITH EBAY, THE MEDIA, THE MAFIA, AND THE REST OF PLANET EARTH BY ERIC M. JACKSON



**DOWNLOAD EBOOK : THE PAYPAL WARS: BATTLES WITH EBAY, THE
MEDIA, THE MAFIA, AND THE REST OF PLANET EARTH BY ERIC M.
JACKSON PDF**

 **Free Download**

WITH A NEW SECTION ON GOOGLE'S ASSAULT ON PAYPAL

The **PayPal** *Wars*

*Battles with eBay, the Media, the Mafia,
and the Rest of Planet Earth*



Eric M. Jackson

Copyright © 2005 by Eric M. Jackson
WINNER, WRITER NOTES BOOK AWARD

Click link below and free register to download ebook:

**THE PAYPAL WARS: BATTLES WITH EBAY, THE MEDIA, THE MAFIA, AND THE REST OF
PLANET EARTH BY ERIC M. JACKSON**

[DOWNLOAD FROM OUR ONLINE LIBRARY](#)

THE PAYPAL WARS: BATTLES WITH EBAY, THE MEDIA, THE MAFIA, AND THE REST OF PLANET EARTH BY ERIC M. JACKSON PDF

Be the very first to download this e-book *The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson and allow reviewed by coating. It is very simple to review this publication *The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson due to the fact that you do not should bring this printed *The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson everywhere. Your soft data e-book could be in our kitchen appliance or computer system so you can take pleasure in reviewing almost everywhere and also every single time if required. This is why whole lots varieties of people also review the e-books *The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson in soft fie by downloading guide. So, be just one of them that take all advantages of reviewing guide ***The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson** by on-line or on your soft data system.

From the Publisher

Congratulations to "*The PayPal Wars*" by Eric M. Jackson, winner of the 2005 Writers Notes Book Award for best business book, winner of the 2005 DIY Book Award for non-fiction, and runner-up in the 2004 USA Book News' Best Book Award for business.

"*The PayPal Wars*" is not your ordinary business book! Tom Peters -- management guru and author of the classic "*In Search of Excellence*" -- said this book "kept me up all night reading" and declared it "the best description of 'business strategy' unfolding in a world changing at warp speed." It's been called "an absorbing insider's story" by the Washington Times and hailed for its "engaging narrative [that] reads like a spy novel" by Reason Magazine. With its fast-paced story and an unabashedly pro-capitalist message, "*The PayPal Wars*" is a gripping and intelligent read from cover to cover.

This candid insider's account shows firsthand how PayPal launched its online payment service and set out to revolutionize the world's currency markets. But when the startup's plucky entrepreneurs found themselves confronting eBay (their #1 source of customers!) as well as organized crime rings, money-grubbing lawyers, and even regulation-happy NY Attorney General Eliot Spitzer, the entire venture takes a turn for the worse.

Order "*The PayPal Wars*" today and learn how PayPal overcame these daunting obstacles to become the world's leading online payment service and eBay's fastest-growing business division.

From the Inside Flap

When Peter Thiel, a California hedge fund manager, and Max Levchin, a Ukrainian engineer, launched an online payment Web site in 1999, they hoped their service could improve the lives of millions of people around the globe. But after their startup, PayPal, survived the dot-com crash only to find itself besieged by an

unimaginable series of challenges, that dream threatened to become a nightmare.

Chronicled here for the first time, PayPal's history—as told by former insider Eric Jackson—is an engrossing story of human struggle and perseverance against overwhelming odds. PayPal went from unknown startup to online powerhouse in just two years, but for the company's employees it was not an easy journey. The entrepreneurs that Thiel and Levchin recruited to overhaul world currency markets first had to face one of the greatest series of trials ever thrown at a Silicon Valley company before becoming part of Internet lore.

Jackson's lively, blow-by-blow account of PayPal's death-defying beginnings and ferocious battles offers a detailed perspective that only an insider could provide. Read *The PayPal Wars* and you'll learn how:

- EBay unleashed a no-holds-barred effort to dislodge an unwelcome PayPal from its site.
- Organized crime attempted to ransack PayPal—but the company fought back.
- Turmoil pushed PayPal to the brink of insolvency before it turned its business around.

Faced with these daunting challenges, PayPal survived thanks to a unique corporate culture that empowered its talented employees to push the envelope. But an entrepreneurial environment and gifted people weren't enough to ward off every threat. "Our clashes with the credit card associations, the banking lobby, state regulators, foreign Mafioso, and litigation-happy lawyers significantly increased after our IPO," writes Jackson, adding that the public offering that was meant to strengthen PayPal with an infusion of cash ironically attracted a rogue's gallery of foes instead.

"The modern business environment," Jackson concludes, "turned out to be more hostile than even our fiercest competitor." This somber warning—that regulators, lawyers, and lobbyists threaten to undermine American entrepreneurship—makes *The PayPal Wars* a timely read for every businessman, investor, and concerned citizen.

About the Author

Eric Jackson directed the marketing operations for PayPal, the world's leading on-line service, and was instrumental in turning the company into one of the few profitable dot-coms. He graduated from Stanford University with a degree in economics and serves on the Board of Directors of the Stanford Review, a non-profit dedicated to improving education at his alma mater.

THE PAYPAL WARS: BATTLES WITH EBAY, THE MEDIA, THE MAFIA, AND THE REST OF PLANET EARTH BY ERIC M. JACKSON PDF

[Download: THE PAYPAL WARS: BATTLES WITH EBAY, THE MEDIA, THE MAFIA, AND THE REST OF PLANET EARTH BY ERIC M. JACKSON PDF](#)

Book **The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson** is among the precious well worth that will certainly make you constantly abundant. It will not mean as abundant as the cash provide you. When some people have lack to deal with the life, people with lots of books sometimes will certainly be wiser in doing the life. Why ought to be e-book *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* It is actually not suggested that publication *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* will give you power to get to every little thing. Guide is to read and also just what we implied is the publication that is read. You can additionally view just how guide qualifies *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* and also varieties of e-book collections are supplying here.

If you ally require such a referred *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* book that will certainly give you value, get the most effective seller from us now from many popular publishers. If you wish to amusing books, lots of stories, tale, jokes, and also more fictions compilations are additionally launched, from best seller to the most recent released. You might not be perplexed to delight in all book collections *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* that we will offer. It is not regarding the rates. It's about exactly what you require now. This *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson*, as one of the most effective sellers here will certainly be one of the best selections to review.

Discovering the ideal *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* book as the appropriate requirement is sort of good lucks to have. To begin your day or to end your day in the evening, this *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* will certainly be proper sufficient. You could merely search for the floor tile below as well as you will obtain the book *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson* referred. It will certainly not trouble you to cut your valuable time to go with buying publication in store. This way, you will certainly also invest cash to spend for transport as well as other time spent.

THE PAYPAL WARS: BATTLES WITH EBAY, THE MEDIA, THE MAFIA, AND THE REST OF PLANET EARTH BY ERIC M. JACKSON PDF

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.

- Sales Rank: #125816 in Books
- Published on: 2012-05-31
- Original language: English
- Number of items: 1
- Dimensions: 8.20" h x .80" w x 5.40" l, .70 pounds
- Binding: Paperback
- 350 pages

From the Publisher

Congratulations to "The PayPal Wars" by Eric M. Jackson, winner of the 2005 Writers Notes Book Award for best business book, winner of the 2005 DIY Book Award for non-fiction, and runner-up in the 2004 USA Book News' Best Book Award for business.

"The PayPal Wars" is not your ordinary business book! Tom Peters -- management guru and author of the classic "In Search of Excellence" -- said this book "kept me up all night reading" and declared it "the best description of 'business strategy' unfolding in a world changing at warp speed." It's been called "an absorbing insider's story" by the Washington Times and hailed for its "engaging narrative [that] reads like a spy novel" by Reason Magazine. With its fast-paced story and an unabashedly pro-capitalist message, "The PayPal Wars" is a gripping and intelligent read from cover to cover.

This candid insider's account shows firsthand how PayPal launched its online payment service and set out to revolutionize the world's currency markets. But when the startup's plucky entrepreneurs found themselves confronting eBay (their #1 source of customers!) as well as organized crime rings, money-grubbing lawyers, and even regulation-happy NY Attorney General Eliot Spitzer, the entire venture takes a turn for the worse.

Order "The PayPal Wars" today and learn how PayPal overcame these daunting obstacles to become the world's leading online payment service and eBay's fastest-growing business division.

From the Inside Flap

When Peter Thiel, a California hedge fund manager, and Max Levchin, a Ukrainian engineer, launched an online payment Web site in 1999, they hoped their service could improve the lives of millions of people around the globe. But after their startup, PayPal, survived the dot-com crash only to find itself besieged by an unimaginable series of challenges, that dream threatened to become a nightmare.

Chronicled here for the first time, PayPal's history—as told by former insider Eric Jackson—is an engrossing story of human struggle and perseverance against overwhelming odds. PayPal went from unknown startup to online powerhouse in just two years, but for the company's employees it was not an easy journey. The entrepreneurs that Thiel and Levchin recruited to overhaul world currency markets first had to face one of the greatest series of trials ever thrown at a Silicon Valley company before becoming part of Internet lore.

Jackson's lively, blow-by-blow account of PayPal's death-defying beginnings and ferocious battles offers a detailed perspective that only an insider could provide. Read *The PayPal Wars* and you'll learn how:

- EBay unleashed a no-holds-barred effort to dislodge an unwelcome PayPal from its site.
- Organized crime attempted to ransack PayPal—but the company fought back.
- Turmoil pushed PayPal to the brink of insolvency before it turned its business around.

Faced with these daunting challenges, PayPal survived thanks to a unique corporate culture that empowered its talented employees to push the envelope. But an entrepreneurial environment and gifted people weren't enough to ward off every threat. "Our clashes with the credit card associations, the banking lobby, state regulators, foreign Mafioso, and litigation-happy lawyers significantly increased after our IPO," writes Jackson, adding that the public offering that was meant to strengthen PayPal with an infusion of cash ironically attracted a rogue's gallery of foes instead.

"The modern business environment," Jackson concludes, "turned out to be more hostile than even our fiercest competitor." This somber warning—that regulators, lawyers, and lobbyists threaten to undermine American entrepreneurship—makes *The PayPal Wars* a timely read for every businessman, investor, and concerned citizen.

About the Author

Eric Jackson directed the marketing operations for PayPal, the world's leading on-line service, and was instrumental in turning the company into one of the few profitable dot-coms. He graduated from Stanford University with a degree in economics and serves on the Board of Directors of the Stanford Review, a non-profit dedicated to improving education at his alma mater.

Most helpful customer reviews

41 of 45 people found the following review helpful.

An Exciting Business Chronicle

By Rob Hardy

Way in the last century, I made my first Internet purchase, from Amazon, 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. Eventually he was given his own place in the ping-pong room, and was given his job in marketing the firm. It was his hunch to use PayPal on internet auctions, and it was a great fit. Sellers included mention of PayPal on their sale pages, put the PayPal logo alongside the pictures of the items for sale, and put clickable hyperlinks that would enable a buyer to go to PayPal to set up an initial account. The main competition came eventually from eBay itself, which started up a similar service of its own, called Billpoint. Much of the story in Jackson's account, and much of the excitement, comes from the battle between Billpoint and PayPal. One would think that eBay would have had a huge advantage in being the auction house that ran its own payment service, and eBay certainly tried to push Billpoint upon its captive audience, making rules about how small the PayPal logo had to be, or arranging that a buyer automatically was diverted to Billpoint rather than PayPal. One time after another, the decentralized and nimble crew at PayPal found ways to change things and win one battle after another.

The war with eBay over, and PayPal part of eBay, PayPal executives started leaving the firm they had brought to success. Part of the reason is that the culture at eBay was different. Managers were older, they tended to value MBAs, and they had one meeting after another. Jackson remarks that the meetings were particularly hard to get used to; the eager PayPal executives enjoyed authority and flexibility, and were able to try new things without the need of getting bureaucratic approval. They had quick responses to whatever eBay threw at them. Jackson himself left, acknowledging that the firm he was leaving was something more like Arthur Andersen than the PayPal he had helped start. Being an entrepreneur was more fun than guiding an already-formed company. And, as this book makes clear, there was a good deal of sheer enjoyment in the hard work, but especially in the thrill of battling with giants.

27 of 31 people found the following review helpful.

An alternate history...

By Amazon Customer

In an article on the [...] blog by Nick Denton called "An alternate history according to Elon Musk" Elon is quoted as saying the following about this book:

"The only negativity in recent years was due to a book called The PayPal Wars, written by a sycophantic jackass called Eric Jackson. This guy was one notch above an intern at PayPal in the first few years of the company, but gives the impression he was a key player and privy to all the high level discussions. Eric couldn't find a real publisher, so Peter funded Eric to self-publish the book. Since Eric worships Peter, the outcome was obvious - Peter sounds like Mel Gibson in Braveheart and my role is somewhere between negligible and a bad seed. However, to his credit, Peter didn't realize the book would be as bad as it was and apologized to me personally at a Room 9 board meeting at David Sacks's home in LA."

See this link for the full article:

[...]

27 of 32 people found the following review helpful.

Must-read for PayPal mgmt

By Paul S

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.com, raising prices in response to Yahoo Auction's entrance into the arena - and developed a plodding, centrally-controlled product development process that made it utterly unable to compete with PayPal. It's no surprise that PayPal's empowered team of intense, talented individuals beat them off time and time again.

PayPal was once envisioned as great global currency liberator, but having been taken over by eBay, it is being shoehorned into just another mediocre business unit used to serve the auction giant's needs.

See all 75 customer reviews...

THE PAYPAL WARS: BATTLES WITH EBAY, THE MEDIA, THE MAFIA, AND THE REST OF PLANET EARTH BY ERIC M. JACKSON PDF

By downloading the on-line The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson publication right here, you will get some advantages not to go for guide establishment. Merely attach to the web as well as begin to download and install the page link we discuss. Now, your The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson is ready to appreciate reading. This is your time and also your peacefulness to acquire all that you really want from this publication The PayPal Wars: Battles With eBay, The Media, The Mafia, And The Rest Of Planet Earth By Eric M. Jackson

From the Publisher

Congratulations to "The PayPal Wars" by Eric M. Jackson, winner of the 2005 Writers Notes Book Award for best business book, winner of the 2005 DIY Book Award for non-fiction, and runner-up in the 2004 USA Book News' Best Book Award for business.

"The PayPal Wars" is not your ordinary business book! Tom Peters -- management guru and author of the classic "In Search of Excellence" -- said this book "kept me up all night reading" and declared it "the best description of 'business strategy' unfolding in a world changing at warp speed." It's been called "an absorbing insider's story" by the Washington Times and hailed for its "engaging narrative [that] reads like a spy novel" by Reason Magazine. With its fast-paced story and an unabashedly pro-capitalist message, "The PayPal Wars" is a gripping and intelligent read from cover to cover.

This candid insider's account shows firsthand how PayPal launched its online payment service and set out to revolutionize the world's currency markets. But when the startup's plucky entrepreneurs found themselves confronting eBay (their #1 source of customers!) as well as organized crime rings, money-grubbing lawyers, and even regulation-happy NY Attorney General Eliot Spitzer, the entire venture takes a turn for the worse.

Order "The PayPal Wars" today and learn how PayPal overcame these daunting obstacles to become the world's leading online payment service and eBay's fastest-growing business division.

From the Inside Flap

When Peter Thiel, a California hedge fund manager, and Max Levchin, a Ukrainian engineer, launched an online payment Web site in 1999, they hoped their service could improve the lives of millions of people around the globe. But after their startup, PayPal, survived the dot-com crash only to find itself besieged by an unimaginable series of challenges, that dream threatened to become a nightmare.

Chronicled here for the first time, PayPal's history—as told by former insider Eric Jackson—is an engrossing story of human struggle and perseverance against overwhelming odds. PayPal went from unknown startup to online powerhouse in just two years, but for the company's employees it was not an easy journey. The entrepreneurs that Thiel and Levchin recruited to overhaul world currency markets first had to face one of the greatest series of trials ever thrown at a Silicon Valley company before becoming part of Internet lore.

Jackson's lively, blow-by-blow account of PayPal's death-defying beginnings and ferocious battles offers a

detailed perspective that only an insider could provide. Read *The PayPal Wars* and you'll learn how:

- EBay unleashed a no-holds-barred effort to dislodge an unwelcome PayPal from its site.
- Organized crime attempted to ransack PayPal—but the company fought back.
- Turmoil pushed PayPal to the brink of insolvency before it turned its business around.

Faced with these daunting challenges, PayPal survived thanks to a unique corporate culture that empowered its talented employees to push the envelope. But an entrepreneurial environment and gifted people weren't enough to ward off every threat. "Our clashes with the credit card associations, the banking lobby, state regulators, foreign Mafioso, and litigation-happy lawyers significantly increased after our IPO," writes Jackson, adding that the public offering that was meant to strengthen PayPal with an infusion of cash ironically attracted a rogue's gallery of foes instead.

"The modern business environment," Jackson concludes, "turned out to be more hostile than even our fiercest competitor." This somber warning—that regulators, lawyers, and lobbyists threaten to undermine American entrepreneurship—makes *The PayPal Wars* a timely read for every businessman, investor, and concerned citizen.

About the Author

Eric Jackson directed the marketing operations for PayPal, the world's leading on-line service, and was instrumental in turning the company into one of the few profitable dot-coms. He graduated from Stanford University with a degree in economics and serves on the Board of Directors of the Stanford Review, a non-profit dedicated to improving education at his alma mater.

Be the very first to download this e-book *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson and allow reviewed by coating. It is very simple to review this publication *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson due to the fact that you do not should bring this printed *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson everywhere. Your soft data e-book could be in our kitchen appliance or computer system so you can take pleasure in reviewing almost everywhere and also every single time if required. This is why whole lots varieties of people also review the e-books *The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth* By Eric M. Jackson in soft fie by downloading guide. So, be just one of them that take all advantages of reviewing guide ***The PayPal Wars: Battles With EBay, The Media, The Mafia, And The Rest Of Planet Earth*** By **Eric M. Jackson** by on-line or on your soft data system.