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Ten challenges that helped define Facebook are presented by the author, a former Facebook

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insider, in a bid to tell a bit of a story about the modern-day internet behemoth. Maybe a bit of the Facebook magic will rub off, on its own scale, in your company or within your professional practice too.

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In Becoming Facebook: The 10 Challenges that Defined the Company That's Disrupting the World, Mike Hoefflinger takes us from the start of 2009 and its 150 million users to its explosive growth over the next several years. Mike Hoefflinger is a 25-year veteran of Silicon Valley.

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