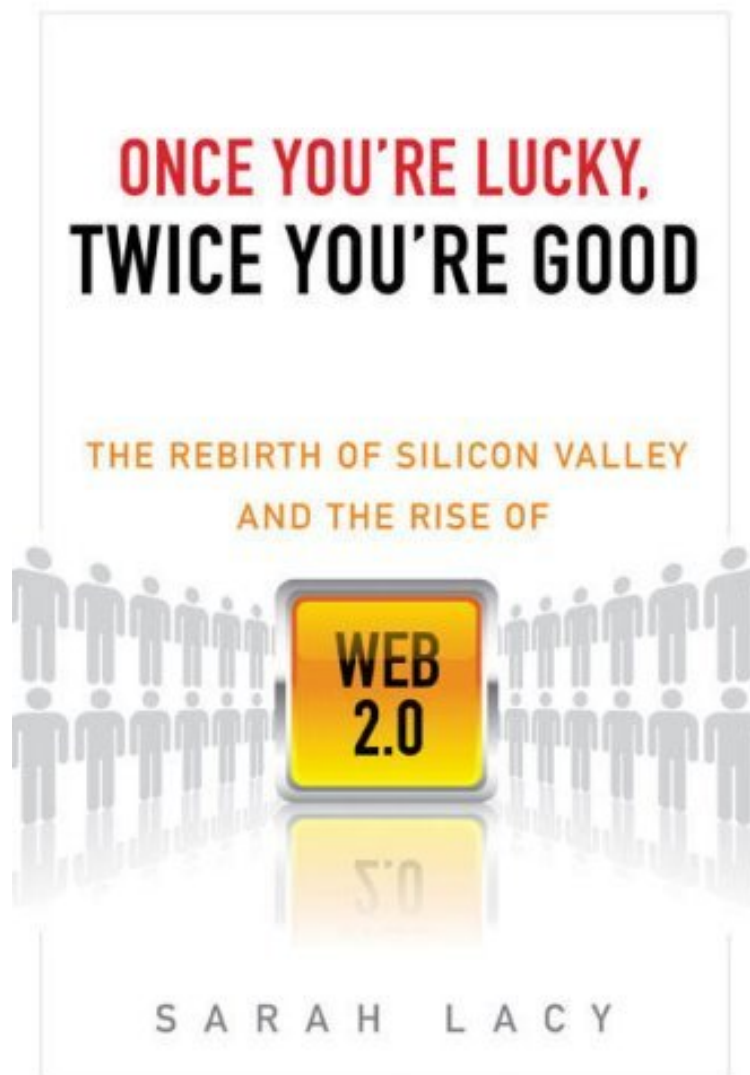


[Free] Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0

# Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0

*Sarah Lacy*

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**Sarah Lacy : Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0** before purchasing it in order to gage whether or not it would be worth my time, and all praised Once You're Lucky, Twice You're Good: The Rebirth of Silicon Valley and the Rise of Web 2.0:

0 of 0 people found the following review helpful. Good title and seemingly true. The book doesn't help you get good once let alone twice.By David H.Okay book. Not a lot of substance. But a few key insights.0 of 0 people found the following review helpful. A great book with impressive inside storiesBy Jay MurchSarah has a way of telling a great

story and relaying good information at the same time9 of 12 people found the following review helpful. Could have been more...By D. BerryIt was "okay". It mostly talked about Paypal, Facebook, Digg and alittle about Blogger > Twitter. Some stuff were pretty informative, but it was (insert nice word for fluff here) overall. I already know alot about PP and FB (who doesn't?) but I did not know that the founder of Blogger sold to Google for \$10 million in stocks and cashed out for around \$50 million. I also did not know that the Blogger Founder started Twitter. Makes sense I suppose. Is it worth reading? Maybe if you're not from Silicon Valley or don't know much about Web 2.0. Some things were alittle shady - how Zuck, 20, met an important person before he moved to the Valley. How did he meet this tech person who didn't go to Harvard? There are some gaps. Lacy seems an admirable person, but given her lack of credibility over her article on Kevin Rose in Business Week last year and her disastrous interview w/Zuck at SXSW doesn't make this a sound book based on true facts, but based on assumptions and rumors. Most of this stuff could probably be found on Wikipedia if you look up the companies and founders. Save the money or wait till I donate this book at the local library near you.

The captivating story of the mavericks who emerged from the dot-com rubble to found the multibillion-dollar companies taking the Web into the twenty-first century *Once You're Lucky, Twice You're Good* is the story of the entrepreneurs who learned their lesson from the Internet bust of 2000 and in recent years have created groundbreaking new Web companies. The second iteration of the dot-coms?dubbed ?Web 2.0??is all about bringing people together. Social networking sites such as Facebook and MySpace unite friends online; YouTube lets anyone post videos for the world to see; Digg.com allows Internet users to vote on the most relevant news of the day; Six Apart sells software that enables bloggers to post their viewpoints online; and Slide helps people customize their virtual selves. Business reporter Sarah Lacy brings to light the entire Web 2.0 scene: the wide-eyed but wary entrepreneurs, the hated venture capitalists, the bloggers fueling the hype, the programmers coding through the night, the twenty-something millionaires, and the Internet ?fan boys? eager for all the promises to come true.

aNo other recent chronicle delivers such intimate, behind-the-scenes glimpses into Silicon Valley start-up life.aa"Wired"?No other recent chronicle delivers such intimate, behind-the-scenes glimpses into Silicon Valley start-up life.??"Wired"About the AuthorSarah Lacy has reported on startups and venture capital in Silicon Valley for nearly a decade. Most recently she was a reporter for BusinessWeek, where her August 2006 cover story on Web 2.0 was among the most popular summer issues in the magazines's history.