



The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth

By Eric M. Jackson

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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.

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Editorial Review

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.

Users Review

From reader reviews:

Nicole Reagan:

Have you spare time for the day? What do you do when you have far more or little spare time? Yes, you can choose the suitable activity for spend your time. Any person spent their particular spare time to take a stroll, shopping, or went to the Mall. How about open or perhaps read a book called *The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth*? Maybe it is to be best activity for you. You understand beside you can spend your time together with your favorite's book, you can cleverer than before. Do you agree with the opinion or you have different opinion?

Elton Williams:

As people who live in typically the modest era should be up-date about what going on or details even knowledge to make all of them keep up with the era and that is always change and move ahead. Some of you maybe may update themselves by looking at books. It is a good choice for yourself but the problems coming to you actually is you don't know what kind you should start with. This *The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth* is our recommendation to cause you to keep up with the world. Why, since this book serves what you want and want in this era.

Joshua Cameron:

Information is provisions for anyone to get better life, information nowadays can get by anyone at everywhere. The information can be a information or any news even an issue. What people must be consider whenever those information which is in the former life are difficult to be find than now's taking seriously which one is suitable to believe or which one often the resource are convinced. If you obtain the unstable resource then you understand it as your main information you will see huge disadvantage for you. All those possibilities will not happen within you if you take *The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth* as the daily resource information.

Marcella Cook:

This book untitled The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth to be one of several books which best seller in this year, honestly, that is because when you read this publication you can get a lot of benefit on it. You will easily to buy this book in the book retailer or you can order it via online. The publisher of this book sells the e-book too. It makes you more easily to read this book, since you can read this book in your Mobile phone. So there is no reason for your requirements to past this book from your list.

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