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# GROUPON'S BIGGEST DEAL EVER

FRANK SENNETT

# Groupons Biggest Deal Ever

**William Nickels, Jim McHugh, Susan  
McHugh**



## **Groupons Biggest Deal Ever:**

*Groupon's Biggest Deal Ever* Frank Sennett, 2012-06-05 The inside story of the meteoric rise of Groupon from startup to 30 billion online giant and the audacious genius behind it founder Andrew Mason In late 2010 Groupon made an incredible gamble Rather than take Google's 6 billion buyout offer founder Andrew Mason turned the search giant down and decided to go it alone The experts thought he was insane Groupon was little more than two years old and staffed from top to bottom with twenty somethings The wild ride couldn't last but Mason thought otherwise and with knowledge of a possible IPO he liked his odds A discount service that offers a deal a day at local merchants in countless cities in more than forty three countries Groupon is the fastest growing company in Internet history and is as committed to innovating a new model for commerce as it is to creating an office culture and editorial voice based on radical transparency and absurd humor Groupon's Biggest Deal Ever is the exclusive and unparalleled account of the incredible rise of discount giant Groupon and the compelling story of its offbeat founder Andrew Mason as he created a juggernaut of online commerce and ignited a consumer revolution

Startup Your Life Anna Akbari, 2016-12-27 A young entrepreneur and sociologist shows readers how to reach personal fulfillment using the same strategies that power Silicon Valley's greatest startups As an entrepreneur Anna Akbari learned that one of the best things about startups is their ability to pivot quickly basically a euphemism for failing and starting over And she quickly found that personal success is no different It's not just about developing and following the right process but also having a good idea And that demands rigor and daily maintenance far beyond a few positive affirmations Like any Silicon Valley startup the business of life is not as glamorous as its Instagram account would make it seem What do you do when planning is not an option When control is out of your reach You isolate the small stuff experiment constantly and use the results to lay a more sustainable foundation for the future You validate your idealized vision by testing it out in bite sized increments You see what sticks integrate and move forward And inevitably you experience a series of failures along the way but those failures are key to your next success Living a start up life is about maximizing flexibility and measuring on going results not avoiding failure or reaching one particular end goal It's about embracing defeat analyzing it and failing up In *Startup Your Life* Akbari shows that after all it's often the stumbles that pave the way for real happiness

Bargain Fever Mark Ellwood, 2014-09-30 A spirited investigation into the world of bargain hunting and how shoppers and sellers try to one up each other from the haggling bazaars of Istanbul to Black Friday at a mall in upstate New York to pinnacles of global luxury such as Hermes and Louis Vuitton

Electronic Commerce Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban, 2015-01-29 Throughout the book theoretical foundations necessary for understanding Electronic Commerce EC are presented ranging from consumer behavior to the economic theory of competition Furthermore this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields including a senior vice president of an e commerce related company The authors provide website resources numerous exercises and

extensive references to supplement the theoretical presentations At the end of each chapter a list of online resources with links to the websites is also provided Additionally extensive vivid examples from large corporations small businesses from different industries and services governments and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce These examples which were collected by both academicians and practitioners show the reader the capabilities of EC its cost and justification and the innovative ways corporations are using EC in their operations In this edition previous editions published by Pearson Prentice Hall the authors bring forth the latest trends in e commerce including social businesses social networking social collaboration innovations and mobility **Andrew Mason and**

**Groupon** Philip Wolny, 2012-07-15 Started in Chicago Illinois Groupon has expanded to dozens of cities all around the world and has become an Internet sensation Mason's billion dollar idea has revolutionized e commerce Groupon has taken the good and the bad in stride using setbacks challenges and competition to learn valuable lessons and improve its strategies for continued growth and worldwide expansion It has revolutionized the ways in which we interact with our local economy including our neighborhood businesses and merchants This is the remarkable story of Andrew Mason and his billion dollar idea that is saving consumers around the world billions of their own dollars while providing a boost to recession challenged local businesses This volume includes Fact Sheets on Mason and Groupon as well as an informative timeline **Social**

**Media Marketing: Breakthroughs in Research and Practice** Management Association, Information Resources, 2018-05-04 In the digital age numerous technological tools are available to enhance business processes When these tools are used effectively knowledge sharing and organizational success are significantly increased Social Media Marketing Breakthroughs in Research and Practice contains a compendium of the latest academic material on the use strategies and applications of social media marketing in business today Including innovative studies on email usage social interaction technologies and internet privacy this publication is an ideal source for managers corporate trainers researchers academics and students interested in the business applications of social media marketing **Electronic Commerce**

**Management for Business Activities and Global Enterprises: Competitive Advantages** Lee, In, 2012-06-30 Electronic Commerce Management for Business Activities and Global Enterprises Competitive Advantages is written as an e commerce textbook for undergraduate and graduate students in various business programs including information systems marketing computer science and MBA In addition to serving as a textbook in e commerce this book also provides an excellent repository for instructors researchers and industry practitioners for their research ideas theories and practical experiences In addition to regular topics traditionally taught in the classroom this textbook addresses the many new emerging ideas and applications and presents tools and techniques in all aspects of e commerce development and management in the global economy *My Groupon Adventure* Max Dickins, 2016-06-02 A book about opening yourself and sometimes your colon up to new experiences When comedian Max Dickins was dumped by his girlfriend he was faced not just with excruciating heartbreak but also with

the cold realisation that he was bored bored bored Desperate to shake things up he took a friend s advice and reluctantly bought a deal on Groupon He then bought another And another until what started as a gateway to some new experiences snowballed into a limitless Narnia of discounted possibilities Over the course of 18 months Max did a new Groupon deal every week He changed his name became a Lord wrestled alligators moonlighted as a beekeeper and even convinced Groupon to make him into a Groupon deal They sold 1 000 Resuscitated by the oxygen of new experience he emerged a better man My Groupon Adventure is an uproarious and uplifting chronicle showing that it s possible to escape even the deepest of ruts if you just inject a bit of spontaneity into your life

Introduction to Information Systems R. Kelly

Rainer, Casey G. Cegielski, Ingrid Spletstoeser-Hogeterp, Cristobal Sanchez-Rodriguez, 2013-08-30 The goal of Introduction to Information Systems 3rd Canadian Edition remains the same to teach all business majors especially undergraduate ones how to use information technology to master their current or future jobs and to help ensure the success of their organization To accomplish this goal this text helps students to become informed users that is persons knowledgeable about information systems and information technology The focus is not on merely learning the concepts of IT but rather on applying those concepts to facilitate business processes The authors concentrate on placing information systems in the context of business so that students will more readily grasp the concepts presented in the text The theme of this book is What s In IT for Me This question is asked by all students who take this course The book will show you that IT is the backbone of any business whether a student is majoring in Accounting Finance Marketing Human Resources or Production Operations Management Information for the Management Information Systems MIS major is also included

*Food in the Internet Age* William

Aspray, George Royer, Melissa G. Ocepek, 2013-09-06 This book examines food in the United States in the age of the Internet One major theme running through the book is business opportunities and failures as well as the harms to consumers and traditional brick and mortar companies that occurred as entrepreneurs tried to take advantage of the Internet to create online companies related to food The other major theme is the concept of trust online and different models used by different companies to make their web presence seem trustworthy The book describes a number of major food companies including AllRecipes Betty Crocker Cook s Illustrated Epicurious Groupon OpenTable and Yelp The book draws on business history food studies and information studies for its approach

*Go Big* Cory Cotton, 2011

It began with a free sandwich a simple camera and twenty I can do better than you shots From that afternoon of friendly competition six college guys created Dude Perfect a YouTube group that specializes in the craziest basketball shots you can imagine Within months the guys went from shooting backyard trick shots to starring in GMC truck commercials and standing on an L A Red Carpet Listed by Advertising Age as one of YouTube s Hottest Brands Dude Perfect s videos have reached and inspired hundreds of millions with one contagious message the very phrase they championed from day one Go Big By leveraging the connected world Dude Perfect s dream became a reality and now they want the same for you Written by one of the dudes himself Go Big tells their story and

unveils their secret five practical principles for taking your passions skills and dreams to the next level Are you ready to Go Big

Only the Crazy and Fearless Win BIG! Arthur Wylie, Brian Nicol, 2012-01-31 Following the pack and doing what you are told may get you a job and even a promotion but it won't lead to real success Entrepreneur Arthur Wylie who made his first million by 26 has conquered the worlds of finance real estate and entertainment with more than 50 million in deals brokered and almost half a billion in assets and transactions under management He has several subsidiaries that have diversified into film development consulting venture capital speaking engagements celebrity events book publishing technology philanthropy and real estate ventures internationally In *Only the Crazy and Fearless Win BIG* he shares a little secret that few books discuss to win big you have to be fearless and sometimes even a little crazy Wylie outlines real world examples from some of history and present day's most well known names and everyday entrepreneurs in every industry profession and segment of the economy *Only the Crazy and Fearless Win BIG* shows how their decisions raised eyebrows dropped jaws and met resistance yet proved to be right A few crazy and fearless decisions that led to victory and success to fame and respect Dominate with Class Mexican Billionaire and world's richest man Carlos Slim shows how to dominate a market to empower others Being Fearless CEO Steve Jobs is fired from Apple Passion Sara Blakely used what she hated to become successful in an untapped market People Power Henry Ford pays his workers double the industry average Relentless Richard Branson pushes through obstacles and makes billions How Crazy Intern now CEO Sean Combs's 300 Million Clothing line beats out his entertainment business Through Wylie's experience and guidance he weaves together the lessons of these stories and more to share what it means to your life wealth career and business

*The Small Business Bible* Steven D. Strauss, 2012-03-27 An updated third edition of the most comprehensive guide to small business success Whether you're a novice entrepreneur or a seasoned pro *The Small Business Bible* offers you everything you need to know to build and grow your dream business It shows you what really works and what doesn't and includes scores of tips insider information stories and proven secrets of success Even if you've run your own business for years this handy guide keeps you up to date on the latest business and tech trends This Third Edition includes entirely new chapters devoted to social media mobility and apps and new trends in online discounting and group buying that are vital to small business owners everywhere New chapters include How to use Facebook Twitter and other social media tools to engage customers and potential stakeholders How to generate leads and win strategic partnerships with LinkedIn How to employ videos and YouTube to further your brand What you need to know about Groupon and group discount buying What mobile marketing can do for your business Give your small business its best shot by understanding the best and latest small business strategies especially in this transformative and volatile period *The Small Business Bible* offers every bit of information you'll need to know to succeed

*Big Data and Analytics* Vincenzo Morabito, 2015-01-31 This book presents and discusses the main strategic and organizational challenges posed by Big Data and analytics in a manner relevant to both practitioners and scholars The first part of the book analyzes

strategic issues relating to the growing relevance of Big Data and analytics for competitive advantage which is also attributable to empowerment of activities such as consumer profiling market segmentation and development of new products or services Detailed consideration is also given to the strategic impact of Big Data and analytics on innovation in domains such as government and education and to Big Data driven business models The second part of the book addresses the impact of Big Data and analytics on management and organizations focusing on challenges for governance evaluation and change management while the concluding part reviews real examples of Big Data and analytics innovation at the global level The text is supported by informative illustrations and case studies so that practitioners can use the book as a toolbox to improve understanding and exploit business opportunities related to Big Data and analytics

**Fundamentals of Strategy** Gerry Johnson, Kevan Scholes, Richard Whittington, Patrick Regnér, Duncan Angwin, 2017-12-13 From the author team of the market leading text Exploring Strategy comes a new edition of Fundamentals of Strategy Designed to help student and business executives boost their academic and professional careers Fundamentals of Strategy is the most concise and easy to follow overview of the fundamental issues and techniques of strategy Fundamentals of Strategy 4th edition Delivers the essential concepts and techniques of strategy in a new 8 chapter structure This allows additional space to unpack the fundamentals in depth and at times more critically Revamped final chapter on Strategy in action raising implementation issues such as organisational structure management processes and strategic change Covers up to date topics including business models sustainability and entrepreneurial start ups Engages the reader with real world strategy problems and provides insights and strategy examples from a wide range of international organisations New and updated cases and illustrations featuring small and large organisations from profit and not for profit sectors and operating all over the world Links to online support material

**The Complete Idiot's Guide to Social Media Marketing, 2nd Edition** Jennifer Abernethy, 2012-04-03 The Complete Idiot's Guide to Social Media Marketing Second Edition covers cutting edge techniques for small and large businesses alike Ask the Author Q How has social media marketing changed business and personal lives A The playing field has been leveled for business No longer do you need a 6 or 7 figure budget to reach people around the country or globe for that matter Personally many lives have been affected Many people more connected businesses have grown because of the connections TV and singing careers have been launched money has been raised for charity books have been marketed and purchased and so on Q What has been the most challenging part of utilizing social media A I think the learning curve With all of these sites they come with no directions and no LIVE phone number Q What has worked the best and worst thus far A Facebook because of its broad reach really has worked for me but many would argue that YouTube works the best particularly since it is the search engine of choice with the 11-34 age group Q How can a person searching for a job use social media marketing A So many ways They need to be on LinkedIn with a professional looking profile photo and contact information They could also utilize video to begin sharing their expertise Candidates need to stand out in a crowd of millions

so if they say sent in a video introducing themselves and a video follow up email that would wow them Q What is the newest thing since Twitter A I believe companies and individuals are starting to utilize audio for creating their own iTunes channel and also location based social media like FourSquare I personally am not sold on location based services as of yet from a safety point of view but for retailers it can be a good thing I believe video is going to explode in popularity in 2011 for the 35 market as well They just need to get comfortable being on camera *Groupon* Frank Sennett,2015-08-01T00:00:00+02:00

Perch non ci ho pensato io Te lo chiedi guardando un invenzione o una trovata che non ha nulla di particolare In realt esisteva gi e la capacit di chi diventato miliardario sfruttandola stata proprio quella di individuarla Come i buoni sconto che esistono da decenni e che Groupon ha trasformato in uno dei pi straordinari casi di commercio elettronico di questi ultimi anni Sennet ne racconta la storia ricca di alti e bassi di trovate geniali e di sbagli madornali EBOOK: Understanding Business, Global Edition William Nickels,Jim McHugh,Susan McHugh,2012-05-16 Understanding Business Global Edition by Nickels McHugh and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons 1 The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience 2 we listen to our customers and 3 the quality of our supplements package We consistently look to the experts full time faculty members adjunct instructors and of course students to drive the decisions we make about the text itself and the ancillary package Through focus groups symposia as well as extensive reviewing of both text and key ancillaries we have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement As teachers of the course and users of their own materials the author team is dedicated to the principles of excellence in business education From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today s real business issues to creating groundbreaking and market defining ancillary items for professors and students alike Understanding Business leads the way Internet Marketing and Big Data Exploitation I. Chaston,2015-02-11 Understanding new strategic approaches is provided by examining how the online world is being exploited by organisations in sectors of a modern economy such retailing healthcare and the public sector in terms of creating new forms of competitive advantage as a consequence of the advent of mobile technology and online social networks Contra a maré Tania Menai,2018-08-07 Esta a hist ria de uma das maiores startups do Brasil a partir de relatos de fundadores funcion rios consumidores investidores e empres rios do mercado Criado no Rio de Janeiro em 2010 com investimento e padr es do Vale do Sil cio o Peixe Urbano teve crescimento mete rico empregando mais de mil pessoas e alastrando se de forma at ent o in dita pelo pa s Entre 2012 e 2014 a startup embarcou em uma montanha russa passou por uma reestrutura o e em 2015 mudou seu modelo de neg cios deixou de ser uma empresa de compras coletivas para tornar se um canal de vendas



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