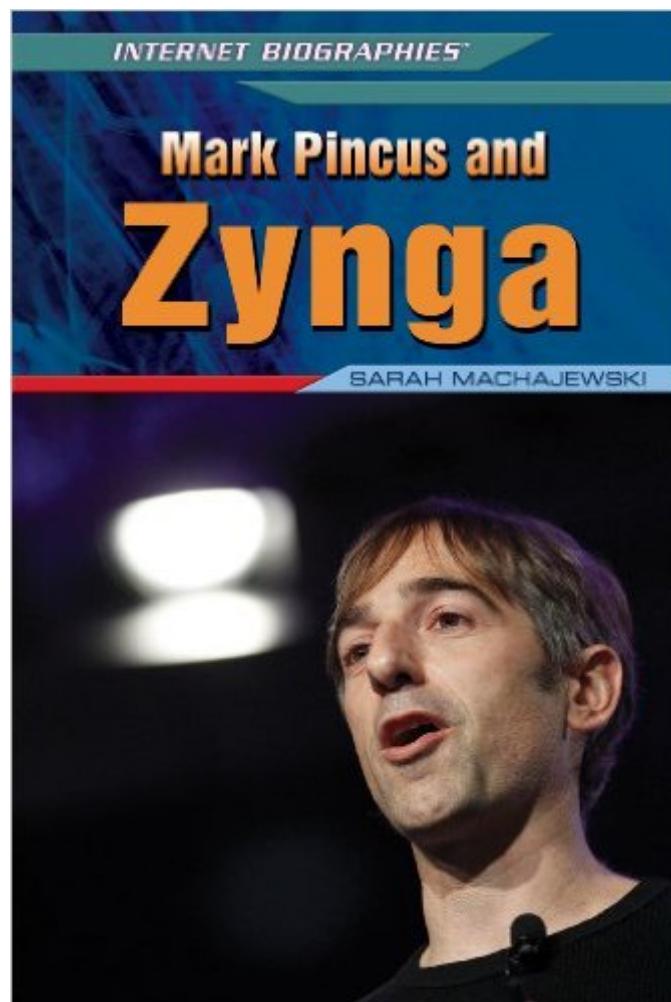


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Mark Pincus And Zynga (Internet Biographies (Rosen))



Synopsis

This title tells the story of the social media gaming company Zynga, known for games such as FarmVille and CityVille, and its unconventional founder and CEO, Mark Pincus. As suggested by the company's motto "Connecting the world through games," Pincus has aimed to connect people around the globe through games played on Facebook and other social platforms. Readers will enjoy getting the inside scoop on Pincus's sometimes controversial journey to the billionaires' club.

Book Information

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