



# 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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**The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth** By Eric M. Jackson **Bibliography**

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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

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##### **Judith Bode:**

Book is to be different for every grade. Book for children right up until adult are different content. As you may know that book is very important for all of us. The book *The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth* was making you to know about other understanding and of course you can take more information. It doesn't matter what advantages for you. The book *The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth* is not only giving you more new information but also to get your friend when you experience bored. You can spend your spend time to read your reserve. Try to make relationship using the book *The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth*. You never experience lose out for everything when you read some books.

##### **Margaret Holt:**

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##### **Joseph Dolezal:**

The particular book *The PayPal Wars: Battles with eBay, the Media, the Mafia, and the Rest of Planet Earth* has a lot associated with on it. So when you make sure to read this book you can get a lot of advantage. The book was compiled by the very famous author. The author makes some research prior to write this book. This specific book very easy to read you can get the point easily after reading this article book.

**Irish Watts:**

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