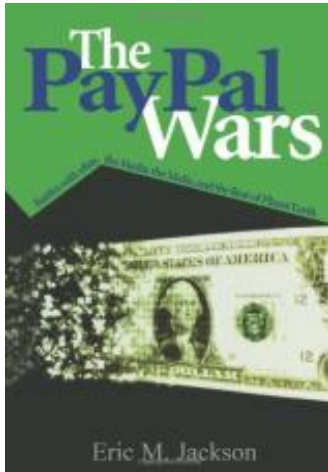


The PayPal Wars: Battles with eBay, the Media, the Mafia and the Rest of Planet Earth

by Eric M. Jackson



About the Book

The PayPal Wars: Battles with eBay, the Media, the Mafia and the Rest of Planet Earth, winner of the Writers Notes Book Award, is an absorbing insider's story about the two Silicon Valley entrepreneurs who launched the on-line payment service PayPal.

The company's history is an engrossing story of human struggle and perseverance against overwhelming odds. PayPal went from unknown start-up to on-line powerhouse in just two years, but the young entrepreneurs recruited to overhaul and revolutionize world currency markets had to face some of the greatest trials ever thrown at a Silicon Valley firm.

Discussion Guide

1. Most people know of PayPal as the way to make payments for eBay auctions. Was that always the vision of what PayPal could do? If not, how did that vision change over time?
2. The PayPal Wars concentrates a great deal on the people behind the company. What qualities did these people display, and how did those qualities help this group of young entrepreneurs withstand the challenges that nearly destroyed PayPal in its infancy?
3. What is the concept of 'creative destruction?' What does that mean?
4. The subtitle of the book is 'Battles with eBay, the Media, the Mafia and the Rest of Planet Earth.' eBay owns PayPal now, so why might the author have included them in the subtitle? What are some examples of battles with the media and the Mafia? What made PayPal such a ripe target for such groups?

5. The author, also a marketing expert, cites some promotional misfires. Give some examples of these. How does marketing affect the overall perception of a company in the market place? Do you agree or disagree with the strategies used to put the PayPal concept - one that had virtually no precedent - in front of consumers?

6. The author makes the case that, although PayPal ultimately succeeded as a business, its experience shows that American entrepreneurship is under assault by trial lawyers and regulators. Do you agree? If so, why? If not, why not?

Author Bio

A former Silicon Valley businessman, Eric Jackson managed the marketing operations of PayPal, the world's leading online payment service, and helped turn the company into one of a handful of profitable dot-coms. He earned a degree in economics with honors from Stanford University, during which time he studied Russian history in Moscow, and currently serves on the board of directors of The Stanford Review, a non-profit corporation dedicated to protecting higher education from extreme left-wing ideologies. Prior to joining PayPal, Jackson worked as a financial consultant specializing in corporate turnarounds and litigation. Mr. Jackson's book, **The PayPal Wars**, chronicles the legal, regulatory, and competitive threats entrepreneurs must overcome in today's business environment.

Critical Praise

"Every school of business ought to put **The PayPal Wars** on its 'must-read' list because it's case history analysis at its best."

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