



O clique de 1 bilhão de dólares (Portuguese Edition)

Filipe Vilicic

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O Instagram, aplicativo de compartilhamento de fotos, é uma febre mundial desde seu lançamento em 2010, ainda em versão exclusivamente para iPhone. Comprado pelo Facebook em 2012 pela estonteante quantia de 1 bilhão de dólares, hoje em dia mobiliza mais de 300 milhões de usuários. O que poucos sabem é que Mike Krieger, um de seus idealizadores, é brasileiro, nascido em São Paulo. Ele se tornou milionário aos 26 anos, depois de oito nos Estados Unidos.

Em O clique de 1 bilhão de dólares, o jornalista Filipe Vilicic conta como Michel virou Mike, e traz à luz os detalhes da surpreendente negociação de Kevin Systrom (principal acionista do Instagram) com Mark Zuckerberg, durante a Semana Santa de 2012. Como pano de fundo, ele descreve com precisão o ambiente competitivo, frenético e machista do Vale do Silício, região nas imediações de São Francisco que concentra as mais conhecidas empresas de tecnologia como o Google, o Facebook e o Twitter, e é habitada por personagens excêntricos.

Mike Krieger, o jovem de hábitos simples, eternamente vestido com camisas xadrez, viveu uma nova versão do sonho americano: uma meteórica história de sucesso depois de criar um produto apaixonante. Foi chamado repetidas vezes de “gênio”, teve sua foto em dezenas de capas de revista e começou a aparecer em festas badaladas ao lado de celebridades e multimilionários. Em cinco anos, consolidou-se como uma figura poderosa da indústria da tecnologia mundial.

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