

# INSIDE Facebook

Life, Work and Visions of Greatness

Karel M. Baloun

Senior Engineer, Facebook Inc., 2005-2006



As an early engineer, I reveal the inside of Facebook's explosive growth as it became the premiere online environment for US college students. Including, how and by whom products were made, how you can use them best, views on what makes social networks valuable, and where this industry trends are headed. You too can achieve startup success, and attain any dream; I will lead and inspire you towards your greatest potential.

**-K M Baloun**

## Welcome to the Media Kit for “Inside Facebook”

This PDF document contains the information and contacts regarding Karel M. Baloun’s new book, “Inside Facebook”. In this document are a copy of the press release for the launch of the book, along with Mr. Baloun’s Biography, and photographs. This information may be utilized in any of your media, as well as the quotes from early reviewers of the book, which follow the press release in this document.

We realize you are very busy and yet want to craft the very best stories possible. So we would be glad to provide book quotations or topical material to apply the book to whatever angle you wish to take, as it applies to the news of the day.

We appreciate your taking the time to review this information and consider it for coverage in your publication. We feel strongly that the information in “Inside Facebook”, with Mr. Baloun’s unique inside perspective, is unique and timely to your readers, and also that the subject is timely and newsworthy for business, technology, social networking, and web 2.0 focused articles.

If there are any questions or requests that you have, please don’t hesitate to contact us through the contact information at the bottom of the press release, or through the book’s primary web site: [www.fbbook.com](http://www.fbbook.com).

Sincerely,

The Inside Facebook Team: Karel Baloun, S. Ryan Freiden, Ted Matsumura

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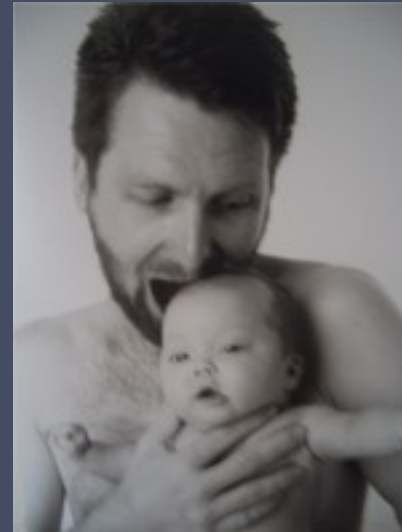
## Biography for Karel M. Baloun:

Mr. Baloun architects and implements internet social applications. Most recently at Facebook, Inc., Mr. Baloun architected and managed development of site components as the first senior software engineer. His recent book "Inside Facebook" at [fbbook.com](http://fbbook.com), documents his year at the company and the state of the industry.

Prior to his work at Facebook, Mr. Baloun architected and lead development of the templating engine that still serves all of [looksmart.com](http://looksmart.com) and [findarticles.com](http://findarticles.com).

Fluent in Japanese, Mr. Baloun co-developed a Java wireless information server, and led trial installations at Toshiba and NTT Docomo. An entrepreneur, Mr. Baloun has created a full featured commodity trading community site at [ptrades.com](http://ptrades.com). Mr. Baloun holds a Masters in Social Psychology from UC Santa Cruz.

When not glued to his MacBookPro, Karel loves nature, yoga, the occasional marathon, and travel with his family.



## **Inside Facebook: New Book Offers Inside Insight of [Facebook.com](#) - Life, Work, and Visions of Greatness**

Palo Alto, CA (PRWEB) October. 26, 2006 -- Former Facebook senior software engineer, and first time Author, [Karel Baloun](#) offers an in-depth analysis of the social networking company [Facebook.com](#), in his new book, "[Inside Facebook: Life, Work and Visions of Greatness](#)" (now available for immediate download through [FBbook.com](#))

Facebook is the leading social network website, and consistently ranks among the top ten websites in America. With recent acquisition activity of high traffic web sites including [MySpace.com](#), and [YouTube](#), increased speculation of the future of Facebook has kept the company in the forefront of business and technology news.

Several respected news sources have recently featured "Inside Facebook", including [GigaOM.com](#), a Technorati top-50 technology blog with half a million monthly readers, and [TechCrunch.com](#), with 129,000 daily subscribers and voted the top blog by Business Week readers last month.

Baloun interacted closely with founder Mark [Zuckerberg](#), and provides unique insight into the formation of the company and the personalities of the founding team, while he architected and managed the development of site components as the first senior software engineer. Baloun chronicles the exciting paths that early Facebook employees have taken, including that of Steve Chen, who prior to working at Facebook, worked at PayPal, and then left Facebook to co-found YouTube. Baloun is currently CTO of [mEgo.com](#), a stealth mode social internet company.

Baloun untangles delicate issues of privacy concerns, usability, and benefits of social networks, and details how features were conceived and implemented at Facebook, and how members reacted to the site changes. Baloun also discusses differences in privacy between Facebook and other social networking web sites and how they interact with search engine crawlers.

Baloun reveals the genuine personalities behind the creators of the 10 million monthly visitor website, and provides a unique glimpse about what makes founder Mark Zuckerberg tick. Baloun also covers the general business aspects behind [Facebook.com](http://Facebook.com) and provides startup advice for success in the competitive area of social networking web sites.

Baloun is in discussions seeking the best print and audio book publisher, but has made it available immediately in downloadable PDF format, along with an associated blog.

For more information, please visit the Inside Facebook website at [FBbook.com](http://FBbook.com) and the book's [online community blog](http://www.FBbook.com/fblog) site at [www.FBbook.com/fblog](http://www.FBbook.com/fblog).

EDITORS: For review copies or interview requests, contact:

S. Ryan Freiden

Tel: 901-356-3030

Fax: 812-961-3133

Email: [freiden@bottleduck.com](mailto:freiden@bottleduck.com)

PRESS KIT: [www.FBbook.com/press.pdf](http://www.FBbook.com/press.pdf)

What early reviewers of "Inside Facebook" have stated:

**"Love the book.** It captures the ethos of the place and a substantial degree of the vision and drive which is a secret to success."

*-David Kopp, Sr. Director, Community at Yahoo!*

**"Inside Facebook is a compelling look inside at a fascinating moment.** It's a riveting read. Karel may be an Engineer, but after reading Inside Facebook you'll see he's a great storyteller. I couldn't get myself to stop reading and wanting more."

*-Ariel McNichol, CEO of mEgo.*

**"I love the style.** It's made for college students, like Facebook. Karel takes you into the personalities and minds behind Facebook. A must read for young entrepreneurs, and anyone into online social networking."

*-Mohammad Naqvi, UCR, creator of Facebook Notifier at fbQuick.com*

Free samples and the 110-page book are available now for purchase and download from [www.FBbook.com](http://www.FBbook.com)

Mr. Baloun will be available for email, phone or in person interviews by appointment.

Review copies available upon request.

Please contact S. Ryan Freiden (901) 356-3030, [freiden@bottleduck.com](mailto:freiden@bottleduck.com)

or send an email to [info@fbbook.com](mailto:info@fbbook.com).

More information on Inside Facebook can also be found at [FBbook.com](http://FBbook.com).