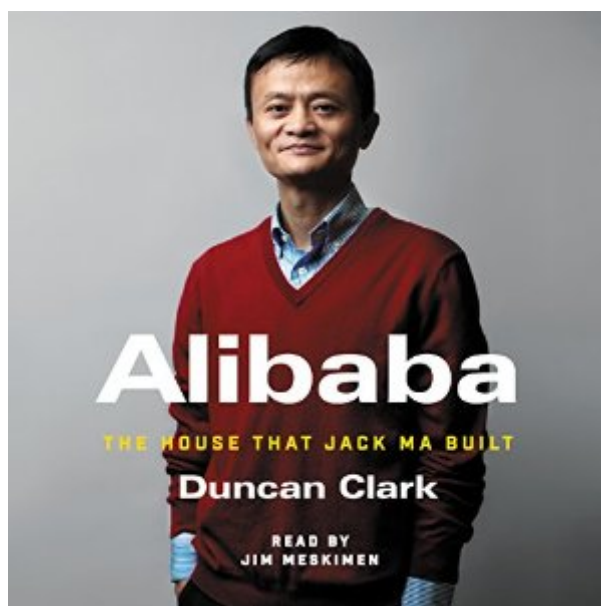


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# Alibaba: The House That Jack Ma Built



## Synopsis

An engrossing insider's account of how a teacher built one of the world's most valuable companies - rivaling Walmart and - and forever reshaped the global economy. In just a decade and a half, Jack Ma, a man from modest beginnings who started out as an English teacher, founded Alibaba and built it into one of the world's largest companies, an e-commerce empire on which hundreds of millions of Chinese consumers depend. Alibaba's \$25 billion IPO in 2014 was the largest global IPO ever. A Rockefeller of his age who is courted by CEOs and presidents around the world, Jack is an icon for China's booming private sector and the gatekeeper to hundreds of millions of middle-class consumers. Duncan Clark first met Jack in 1999 in the small apartment where Jack founded Alibaba. Granted unprecedented access to a wealth of new material including exclusive interviews, Clark draws on his own experience as an early advisor to Alibaba and two decades in China chronicling the Internet's impact on the country to create an authoritative, compelling narrative account of Alibaba's rise. How did Jack overcome his humble origins and early failures to achieve massive success with Alibaba? How did he outsmart rival entrepreneurs from China and Silicon Valley? Can Alibaba maintain its 80 percent market share? As it forges ahead into finance and entertainment, are there limits to Alibaba's ambitions? How does the Chinese government view its rise? Will Alibaba expand further overseas, including in the US? Clark tells Alibaba's tale in the context of China's momentous economic and social changes, illuminating an unlikely corporate titan as never before.

## Book Information

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## Customer Reviews

I've read all the books published in English about Alibaba and I've read maybe 70-100 articles on Alibaba and Jack Ma. The book manages to bring up new details about the company and its leader with our overlooking any of the well known details. Moreover, the description of the strategies employed by Alibaba in its early stage is excellent. Great book.

There are a lot of information in this book, however not much of them delves into the way Jack dealt with crisis facing Alibaba on its early days. For instance, the way he managed to raise capital from Venture capitalists still left much to be desired as it was only mentioned in a mere few sentences. The author could have instead dugged further into analyzing Jack's problem-solving talent during the numerous turmoils, rather than providing a series of Alibaba's competitors, whopping numbers, names of chinese entrepreneurs which just simply slipped off my memory the instance I finished a chapter. If you want to know how Alibaba was born and how it has become a global internet powerhouse today, this book is for you. However, if you want to know how an english teacher from mainland china navigated his ways through the ups and downs of the Dotcom frenzy, I hope there will be better versions in the making.

Poorly written, The writer went from financing deal to financing deal with next to no explanation of the innovations, staff issues or personal issues Jack Ma faced. For instance, the writer referred to certain products but never explained what they were or to explain how they were innovative. He frequently referred to the fact the consumer-to-consumer portal Taobao is free, failed to explain how it's a money-making enterprise. And then there are the many other companies such as cloud computing, shopping search engines to which a passing reference was made but were never adequately described. Moreover, some conclusions reached by the author didn't naturally follow the proposition asserted and left me confused. Finally, as for Jack Ma--we heard about his speaking engagements, but nothing at all about his personal life. Altogether, this was a remarkably unbalanced and sometimes bewildering account that left me with more questions than it answered. Where or where was the editor?

Great book on Alibaba and Jack Ma. There's a lot of information on China, Ecommerce and other big players in the China internet business. Only reason for the 4 star vs 5 stars is because I felt there was a lot of unnecessary information (facts/names/numbers) added in that made it feel more like a case study for school at times. I enjoy learning more about Jack Ma himself which the book

does do a decent job covering. Overall i enjoyed the book and would recommend it to all entrepreneurs out there!

If you are an aspiring entrepreneur, want to learn more about China or thrive in the world of IT, this is the book to read. An IT veteran with over 20 years of experience in China, author Duncan Clark presents an engaging insider's narrative detailing the humble beginnings of an English teacher who has become an IT mogul and global leader. China is online and setting global e-commerce trends. A must-read story for all who are thinking about their online strategy and for anyone who wants to help shape our global future. Inspiring, delightful and realistic all at once makes this a five star read. Liz Haenle

Great book that helps provide a solid introduction to understanding how Alibaba, and the Chinese internet community, have evolved over the past 20 years. As an adviser to the company, Duncan has an insider view to understanding the dynamics between Alibaba's investors, competitors and customers. The book itself is a quick read and doesn't get bogged down in unnecessary details. Worth the purchase!

Like a modern day Pepys, Duncan Clark chronicles the amazing entrepreneurial journey of a man and his empire against a backdrop of unprecedented growth in China. It's a fascinating tale but what really comes through is Clark's knowledge and understanding of a country he has called home for the past 20 years. This ode to Jack Ma and fellow entrepreneurs is also a tribute to China and its people. A great read.

Duncan's perspective and access to Alibaba management is unmatched. The book shares the story of how Alibaba conquered competition from eBay and ended up being Yahoo's most valuable asset. As interesting, Duncan writes about China coming online and how Alibaba has been able to capitalize on change through B2B, B2C, payments, media and entertainment businesses. Lastly, it was great to learn about how intertwined the Chinese government is in all forms of business and how Alibaba navigated the system. The House That Jack Ma Built is a must read for any tech enthusiast, business student or professional. The quality of writing is as good, if not better than Hatching Twitter and Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future. I was disappointed when I got to the last page. The book left me wanting more. Alibaba: The House That Jack Ma Built is a must read.

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