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The must-read summary of Kara Swisher's book: "Aol.com: How Steve Case Beat Bill Gates, Nailed the Netheads and Made Millions in the War for the Web".

This complete summary of the ideas from Kara Swisher's book "Aol.com" tells the story of Bill Von Meister and Steve Case and how they created Aol. In this book, the author explains how the company was built on the shaky foundations of the declining gaming industry, working fiercely against all odds and the technical slip ups which put them out of favor. But there was one thing they did exceedingly well, thanks to the guidance of their marketing executive Steve Case. Aol focused on communications, community and clarity – three areas which would enhance their users' online environments and their interaction with each other. This summary concludes with a useful list of the factors that led to Aol's success, as well as providing an insight into the challenges that it faces in the current market.

Added-value of this summary:
* Save time
* Understand key concepts
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To learn more, read "Aol.com" and discover the story behind this breakthrough company.

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