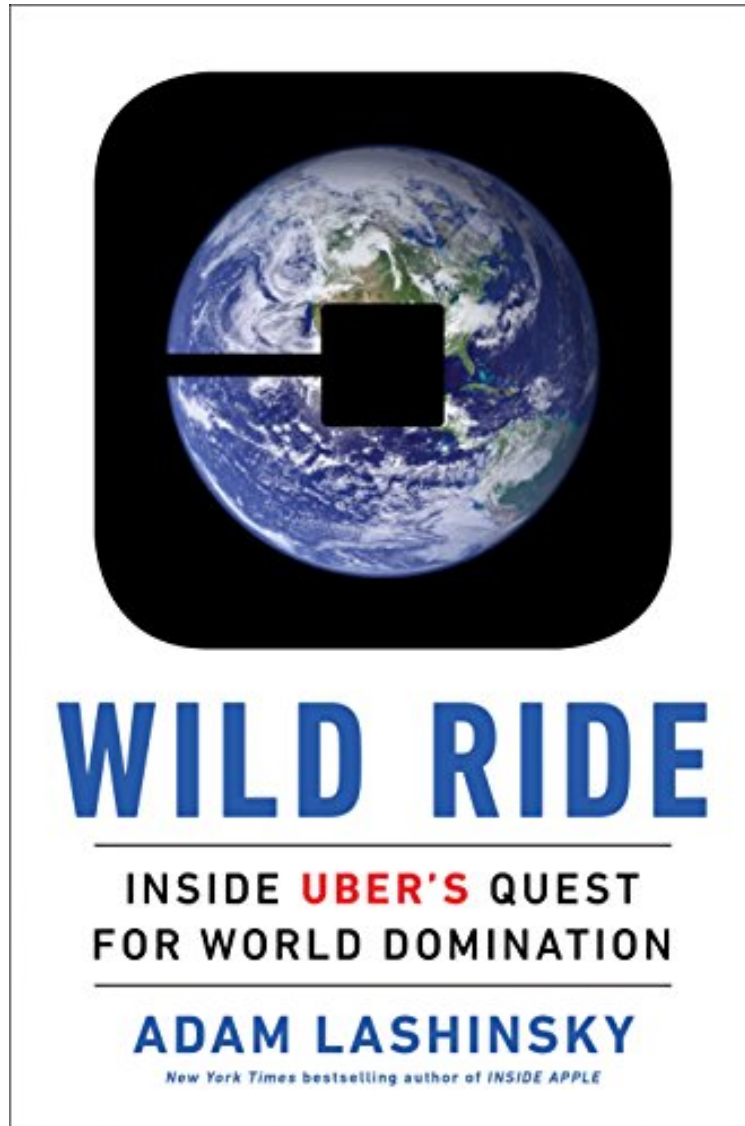


(Read free) Wild Ride: Inside Uber's Quest for World Domination

## Wild Ride: Inside Uber's Quest for World Domination

*Adam Lashinsky*

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**Adam Lashinsky : Wild Ride: Inside Uber's Quest for World Domination** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Wild Ride: Inside Uber's Quest for World Domination:

1 of 1 people found the following review helpful. Quick read but a waste of time. By Customer Wild Ride is a poorly written summary of all the Uber news articles published over the last several months with a more sympathetic view towards Travis Kalanick and more detail about a few of the other key characters that helped scale Uber. To have published this book before the Uber story unfolds (who takes over/ how the company overcomes the current litigation/does the company become profitable and when) further reflects the author's lack of enthusiasm about

thinking about Uber in the long run. You know the cliffhanger before you start the book.. will Uber be successful on its quest for "world domination".. we don't know!

0 of 1 people found the following review helpful. Uber employs 12

By Ian Mann This is an important book for all entrepreneurs, investors, and those interested in the evolution of the business of applied technology. And, also anyone interested in the inside story of Uber's rise and quest for world domination. Adam Lashinsky is a writer and assistant managing editor of Fortune magazine, and a New York Times best-selling author. His skill is evident in this well-researched, well-paced and insightful book. The reason I rate this book so highly is because it provides valuable insights and clarity for both entrepreneurs, and investors in start-ups. This is the story of one of the most successful companies in the world: Uber employs 12,000 people and turns over \$6.5b. The book debunks many myths and misunderstandings about start-ups. In the last two months, I have witnessed a shareholder in a start-up accuse management of "not doing their homework" because their initial strategy for their start-up failed, and they were thrashing about for a new strategy. I have witnessed investors analysing a start-up using the same tools as they would use for a listed company. The founders of Uber surely had a clear strategy when they started out, which they followed to great success. Their investors surely applied tried and proven analytical tools to assess their investment. Both presumptions are profoundly wrong. The Uber myth was that the early investors and founders, Travis Kalanick and Garrett Camp, were in Paris trying to get a taxi, with no success. There it became clear to them that a taxi-hailing app on their phones would be a welcome and winning relief for this frustration, that many must be experiencing. And Uber was born. Let's start with the name Uber. It was chosen by Camp, who registered the site Ubertaxi.com, because it is German and means "above"; a cut above. This was appropriate because his initial idea was to own a fleet of limousines and employ drivers who could be hailed by an app. Using a German name, Camp thought, would conjure images of elite German quality, and class. It took years for the idea that we now know as Uber, (not the company,) to solidify into anything resembling a ride-hailing app, servicing two "customers" — independent drivers of their own vehicles, and passengers needing transportation. This supposed "lightbulb moment", this "flash of clarity", took a long time to turn on, as do all quality innovations and creations. Far from being a flash of clarity, the initial founders and those who joined them, wobbled their way forward to success, and are still doing so. Did they have a strategic plan solid enough to be followed? Not even close. Far from their limousines is their most successful product, UberX, a no-frills compact car, driven by independent drivers. And Uber is constantly trying, succeeding and sometimes failing. UberEats is an example of one of the successes — the delivery of takeaway food for people. Uber's foray into China was an expensive disaster costing the company billions of dollars. They tried to enter what is fast becoming the world's most valuable taxi market. Uber has retreated after a bad bruising by their Chinese equivalents, Didi and Kuaidi. This fight even involved Didi investing in Uber's competitor in the US, Lyft, which made Uber less able to continue the fight in China. Didi also received a billion-dollar investment from Apple. Eventually Uber sold its Chinese operations to Didi in return for a 17.7% stake in that company. Uber has been profoundly disruptive to the centuries-old taxi industry - horse-drawn to fossil-fuelled. The taxi industry has always been based on two pillars: a limited supply of vehicles and high prices. The scarcity of vehicles makes getting a ride something that is rarely available when you need it, and requires some forward planning. This is because the taxis are owned by the taxi companies and each one is an expensive asset. Additionally, employing taxi drivers is expensive and the legislation governing transporting passengers is complex. The Uber disruption comes from destroying the pillars of the old taxi industry. Uber owns no vehicles. Their app enables eligible people to use their own vehicles, offer rides at discounted prices, and skirt (or violate?) legislation. With so many cars about, the Uber app enables the driver closest to your location to respond to your request for a ride. When there is higher demand from passengers, prices rise, encouraging more drivers to get into their cars and cash in on the higher priced fares. Not only is hailing a ride with an Uber quicker than conventional taxis, but their fares are cheaper. This has raised the ire of conventional taxis, which in South Africa has led to deadly assaults on Uber drivers. Around the world the response by the conventional taxi industry has been the same, anger and frustration at a "lawless" rival, who is not compliant with the same regulations as those imposed on conventional taxis. Anyone with a car in good condition and a clean police record can become an Uber driver in days of making the decision. Thanks to the various GPS systems, knowledge of the roadways is no longer a requirement. Drivers are rated by passengers so they are encouraged to drive well, and be courteous and friendly. So are passengers, so that drivers can avoid the abusive ones. Uber drivers can work as much or as little as they wish, and those who are experienced and determined, can usually earn adequately. In some countries, many drivers are part-timers who are supplementing their incomes using an asset they already possess. How long can Uber last against the tide of the conventional taxi industry? Most probably longer than the conventional taxi industry can withstand their onslaught. Uber is a clever idea whose time has come, as seen from other industries where people aggregate to exploit their assets such as Airbnb, the private-accommodation platform. But unlike Airbnb, Uber is facing a huge and disruptive change of its own — the driverless car. The technology to enable driverless vehicles is already in use - partially in some industries and fully in others. We have driverless trucks licenced to travel on highways in certain American states, and cars with ever greater self-driving capacity. With Uber earning its income from the use of their app by drivers, this business model will have to change when driverless cars become more commonplace. Uber is

acutely aware of this and is investing heavily in driverless technology. A new business model will have to be developed to respond. Online banking is a pure IT play we have become used to. More fascinating will be the combination of digital and atoms, as the combination of the Uber app and the vehicle demonstrates. Readability Light --- Serious Insights High --- Low Practical High --- Low

Ian Mann of Gateways consults internationally on leadership and strategy, and is the author of the recently released *Executive Update*. 0 of 1 people found the following review helpful. A brief (rushed) history of Uber prior to Kalanick's exit. By Ilya Grigorik

The book is half profile of ex-CEO Travis Kalanick, part brief (and mostly superficial) history of Uber. The author starts with a profile of Travis and his past forays into entrepreneurship and tenuously connects his past peer-to-peer work with his future vision for Uber—take out the middle man, connect drivers and riders. From there, there's good coverage of the early days of the company that dispels the common founding myth of "two hackers caught in a snowstorm in Paris hatch Uber" and provides a glimpse into how Kalanick entered the company. From there, things move fast and furious, with little detail that explains why and how Uber became such a dominant player—granted, as author admitted Kalanick wasn't the most willing subject for this book, so the scant information is not surprising. Shortly after the book came out, Kalanick was forced out of the company by the investors, leaving the company in a precarious state: the exodus of most of the leadership, pending high-profile lawsuits, a what seems to be broken macho culture inside of the company. The second chapter of the Uber book might be even more interesting than the first. "Wild Ride" is an interesting read nonetheless as it helps connect and explain the roots of the company. That said, it also feels rushed and incomplete. I'm hoping for a more thorough treatment in the future, with more interviews and perspectives from others within and outside the company.

In your pocket is something amazing: a quick and easy way to summon a total stranger who will take you anywhere you'd like. In your hands is something equally amazing: the untold story of Uber's meteoric rise, and the massive ambitions of its larger-than-life founder and CEO. Before Travis Kalanick became famous as the public face of Uber, he was a scrappy, rough-edged, loose-lipped entrepreneur. And even after taking Uber from the germ of an idea to a \$69 billion global transportation behemoth, he still describes his company as a start-up. Like other Silicon Valley icons such as Steve Jobs and Elon Musk, he's always focused on the next disruptive innovation and the next world to conquer. Both Uber and Kalanick have acquired a reputation for being combative, relentless, and iron-fisted against competitors. They've inspired both admiration and loathing as they've flouted government regulators, thrown the taxi industry into a tailspin, and stirred controversy over possible exploitation of drivers. They've even reshaped the deeply ingrained consumer behavior of not accepting a ride from a stranger—against the childhood warnings from everyone's parents. *Wild Ride* is the first truly inside look at Uber's global empire. Veteran journalist Adam Lashinsky, the bestselling author of *Inside Apple*, traces the origins of Kalanick's massive ambitions in his humble roots, and he explores Uber's murky beginnings and the wild ride of its rapid growth and expansion into different industries. Lashinsky draws on exclusive, in-depth interviews with Kalanick and many other sources who share new details about Uber's internal and external power struggles. He also examines its doomed venture into China and the furtive fight between Kalanick and his competitors at Google, Tesla, Lyft, and GM over self-driving cars. Lashinsky even got behind the wheel as an Uber driver himself to learn what it's really like. Uber has made headlines thanks to its eye-popping valuations and swift expansion around the world. But this book is the first account of how Uber really became the giant it is today, and how it plans to conquer the future.

Adam Lashinsky is one of the most insightful, enterprising, and energetic reporters covering technology in America today. He's always a joy to read.—WALTER ISAACSON, author of *Steve Jobs* and *The Innovators*

In Silicon Valley, no company is more ambitious, audacious, or annoying than Uber. Adam Lashinsky's insightful book, brimming with comments and confessions from CEO Travis Kalanick, would be worth reading even at surge pricing.—STEVEN LEVY, author of *Hackers* and *In the Plex*

Adam Lashinsky chronicles Uber's rise from scrappy start-up to global giant with aplomb. It's an epic story in itself, but Lashinsky's insight and extensive reporting guarantee that it's a valuable read as well.—BETHANY MCLEAN, author of *All the Devils Are Here* and *The Smartest Guys in the Room*

*Wild Ride* is the unprecedented story of Uber and its ruthless and visionary CEO Travis Kalanick. No new company has ever grown larger faster. Lashinsky captures Uber's epic ambitions with extraordinary access and keen judgment. It's a must read for everyone interested in business, technology, and the future.—JOHN DOERR, chairman of Kleiner Perkins

With the eye of a fine journalist and the ear of a mordant humorist, Adam Lashinsky has nailed the formative ingredients which gave rise to the four-letter word known around the world—Uber.—MICHAEL MORITZ, partner at Sequoia Capital

Just a few pages into *Wild Ride* you can see why the insanely talented Adam Lashinsky is one of the most respected business journalists around today. Lashinsky takes you behind the many layers of tumult and ambition that created one of Silicon Valley's most controversial and disruptive juggernauts, Uber, and the company's

insatiable, and often frightening, quest to win.”—NICK BILTON, author of *American Kingpin* and *Hatching Twitter*  
About the Author ADAM LASHINSKY is the executive editor of *Fortune*, editorial director of the Fortune Brainstorm Tech conference, and co-chair of the Fortune Global Forum. He wrote the 2012 New York Times bestseller *Inside Apple*, and he appears regularly on Fox News. He lives in San Francisco with his wife and daughter.