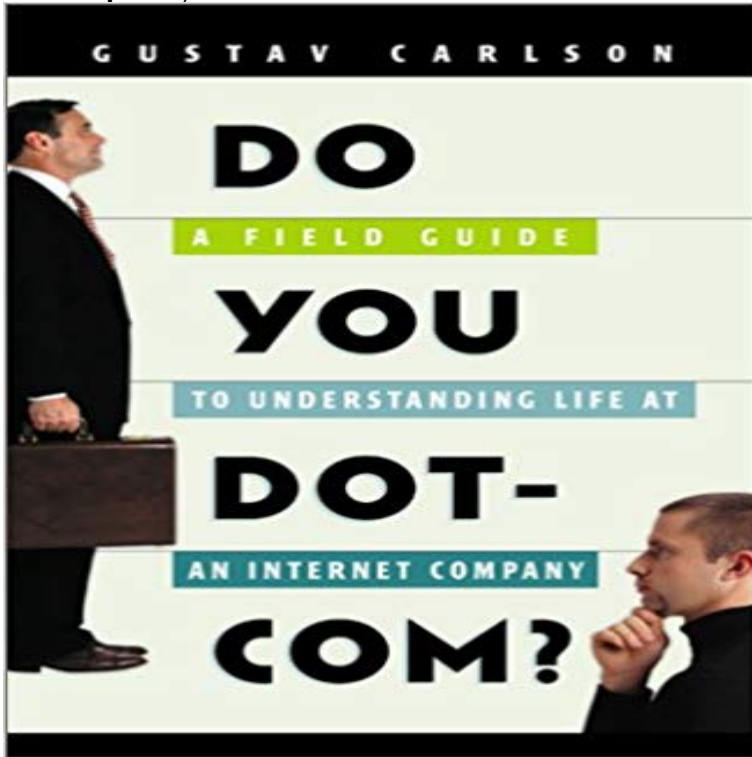


Do You Dot-Com? : A Field Guide to Understanding Life at an Internet Company



This text, written for those outside the online environment, looks at the culture of web-based companies: the offbeat work habits, curious communication styles, relaxed dress codes and fluid hierarchies. The message here is that the vibrant, often lucrative dot-com workplace can be for anyone (even middle-aged, traditionally trained managers and professionals). The key to success, and the potential stumbling block, is negotiating the radical cultural differences. This book helps readers make the challenging, often stressful transition from structured offline companies to the more youthful, chaotic environment of internet companies.

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