The first in-depth look at the multibillion-dollar company Alibaba.com—known to many as Chinas eBay—and the inspirational story behind the man who created it.

A bestseller in China and now translated into English and updated with recent events, Alibaba by Liu Shiying and Martha Avery tells the remarkable story behind the Internet phenomenon Alibaba.com and its founder Jack Ma, a man Barrons named one of the Worlds Top 30 CEOs in 2008. Mas rise to prominence presents a riveting story: Despite growing up in China during the Cultural Revolution—in a period of total state control of the economy—he developed the keen entrepreneurial instincts that propelled him to billionaire status and enabled him to build a company outside the usual government channels. These instincts and habits incorporated martial arts training and allowed him to recognize, early on, that the Internet could leverage his company to rapid growth and also transform the way business is done around the world.

Alibaba.com, where businesses can buy and sell everything from air beds to zippers, started with a modest initial investment of $60,000 and has grown exponentially since its founding in 1999 to become the worlds biggest business-to-business Web site. In 2007 it became the second largest IPO in history (after Google), and Fast Company has named it one of the worlds most innovative companies. As a result, smart investors and technology insiders will be keeping a close eye on Alibaba for years to come. Whether youre seeking to understand Chinas meteoric rise, or just searching for the next Google, Yahoo!, or Amazon, Alibaba is crucial reading.
My Personal Review:
Alibaba is the tale of how Jack Ma founded Alibaba group—a privately and publicly held internet commerce conglomerate in China. To my knowledge, there is no comparable company in the US—and perhaps the world...and it is worth reading about how Jack Ma created this business.

Alibaba group comprises several companies, including the Chinese equivalent of Ebay (privately held Taobao), Paypal (privately held Alipay), and its own unique business to business commerce site: alibaba.com, which is publicly traded on the Hong Kong stock exchange (ticker: 1688:HK), but probably more easily accessible to American shareholders on the pink sheets (ticker: albcf.pk).

Alibaba.com is an important company. It has attracted the attention of famous American investors like Jim Rogers, who reportedly bought into the company during its ipo. Jim Rogers reviews the company in his book A Bull in China. For those who have never seen what a b to b internet commerce company is—just go to alibaba.com—and take a look! Its fascinating. Alibaba.com offers companies a way to instantly glance around the world and find a supplier of choice for any product they may need. Want to find a supplier of shoes in Vietnam—you'll find 88 different entries advertising products. Just for fun, type spices into the alibaba.coms search engine, and learn about the worlds suppliers of spices. Alibaba.coms most important function is to audit the suppliers (for a price) and bless the trustworthy ones. Global trade and Adam Smiths invisible hand will drive the growth of alibaba.com well into the future.

One lesson to be learned by reading this book: dont compete with alibaba group. Jack Ma has brilliantly cultivated relationships with his government that promise to help shield his company (and other home grown Chinese companies) from foreign competition (e.g. Paypal). Moreover, Jack Ma is willing to dump his product on the market to undercut the competition (Taobao charges no fees, allowing taobao to destroy Ebay's franchise in China), and he can wait for years before needing to make a profit. In any case, read this book to learn how business is done in China, where many of the worlds most important companies now operate...

addendum: 2/5/10 In the past few months, Alibaba.com has created AliExpress. Essentially, Alibaba.com is transforming itself into an internet retailer, akin to Amazon.com. Alibaba is now attempting to make money on individual transactions between Chinese wholesalers and purchasers throughout the world, using their own Alipay service to mediate the transactions. In 10 years this service will be huge. Look out.

For More 5 Star Customer Reviews and Lowest Price:
alibaba: The Inside Story Behind Jack Ma and the Creation of the Worlds Biggest Online Marketplace by Martha Avery - 5 Star Customer Reviews and Lowest Price!