

· 译言丛书 ·

# 从零到百亿

## Facebook 创业故事

[美] 卡罗·白朗 著  
译言网 译

Inside  
Facebook

中国书籍出版社

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以译言网 ( [www.yeeyan.com](http://www.yeeyan.com) ) 为平台，二十几位志同道合的译者协作完成了本书的翻译。译言和她的译者怀着这样一个理想：用我们的双语能力为中国带来海量的优秀外语内容。欢迎到译言阅读更多外语互联网精华。欢迎加入译言。



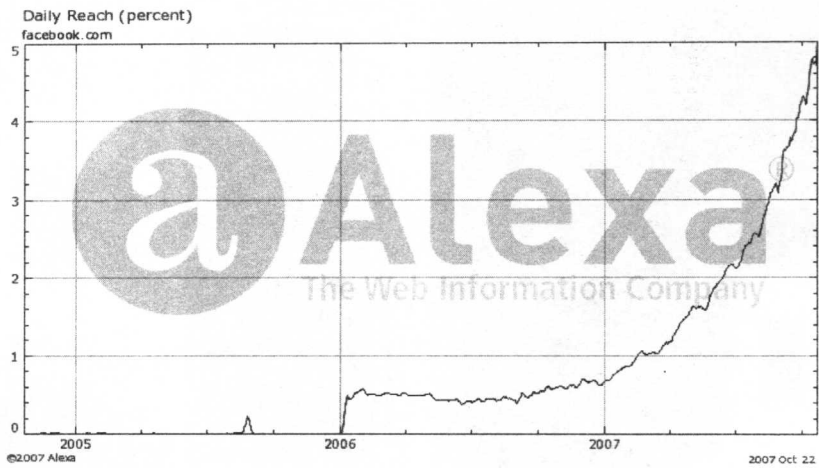
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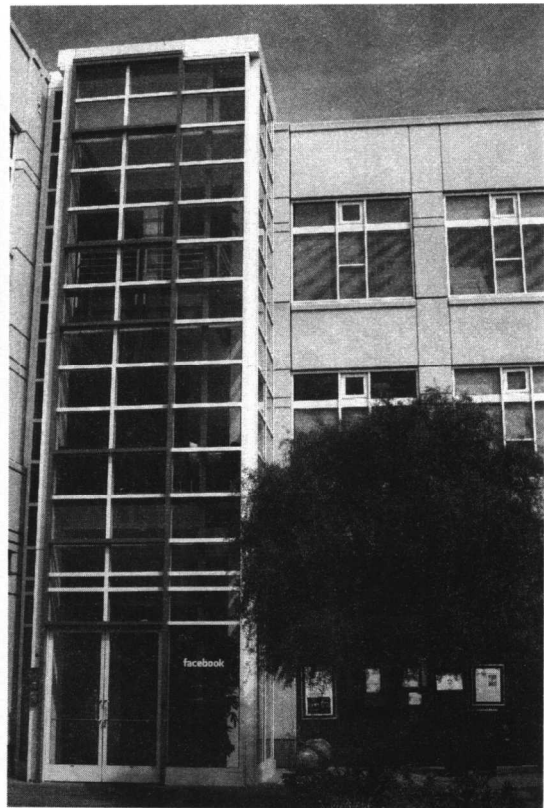
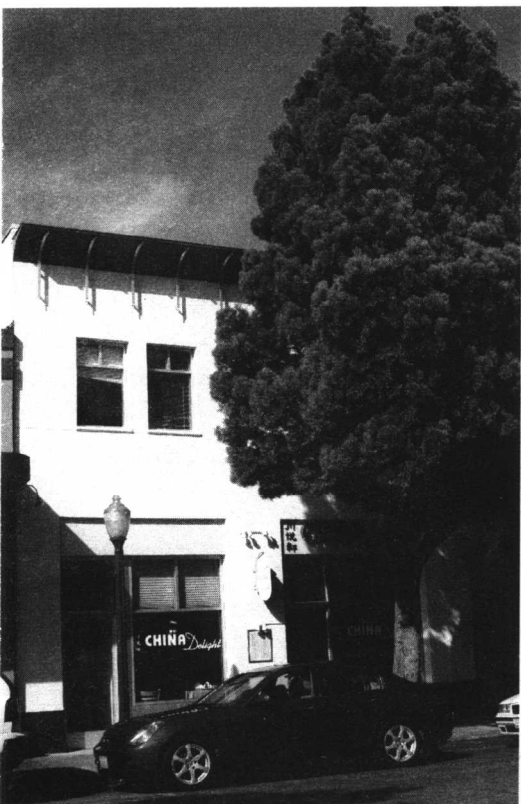
## 作者的话

身为 Facebook 早期的软件工程师，我作为一个局内人目击了 Facebook 爆炸性的成长。在本书中，我会告诉你 Facebook 是如何成为全美大学生首选的网上家园；它的软件是由谁如何开发出来的；如何才能充分利用这个网站；为什么社交网络（social network）站点如此有价值；这个产业的走向如何。你，同样也有能力实现自己的成功创业与光辉梦想！希望我能点燃你蕴藏的潜能。

Facebook 是 Facebook 公司的注册商标。书中提到的其他所有商标都属于它们的法定拥有者。本书中的所有陈述与信息都是作者的观点，而不代表 Facebook 公司或其员工的立场。这里我写的其实不是 Facebook，而是我在 Facebook 的个人经历。在有些看法上我可能是错误的。如果有误，请不吝赐教——发电子邮件到 [info@fbbook.com](mailto:info@fbbook.com)。我会尽最大努力在本书的网站 [fbbook.com](http://fbbook.com) 和本书未来的版本中改正。



Facebook.com在Alexa上的增长曲线



Facebook办公地点今昔对照(右图为现在的办公楼)





Facebook 的两个圣地(上图为哈佛校园, 下图为斯坦福校园)


facebook
Profile and Friends • Networks • **Jobs** (1) •

Search

Applications **add**


- Photos
- Groups
- Events
- Marketplace
- Developer
- Stable Career Network
- more

Facebook Flyer Standard Gear



Buy Standard gear on the official Standard gear! Sweatshirts, t-shirts, and more. Click to see more.

[ **prints** | see all ]



**View Photos of Mark (209)**

Mark likes more Green

Send Mark a Message

Like Here!

Add Mark as a Friend

**Mark Zuckerberg**

Facebook

Harvard Alan  
San Francisco, CA

Sex: Male  
Born: Mar 14, 1984  
Hometown: Hobbs Ferry, NY  
Address:

**My Recent Posts**

October 7  
 Mark and Deepthi Hanan are now friends. 7:20am  
 Mark and Jonathan Hoffer are now friends. 11:50am

October 6  
 Mark and Nerille Bowers are now friends. 4:50am

October 5  
 Mark and Steven Trou are now friends. 1:45pm

October 2  
 Mark added the ATTACK application. 3:10am

September 26  
 Mark and Joseph Sear are now friends. 10:40am

September 24  
 Mark is playing Scrabble with Don Graham. 1:10am  
 If you would like to play with a friend, click here.


Mark and Jeremy Filips are now friends. 12:20am  
 Mark and Benjamin Ling are now friends. 12:10am

September 23  
 Mark and Justin Michal are now friends. 4:40am

---

**My Mutual Friends**

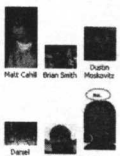
124 friends in common. **See All**




---

**My Facebook Friends**

224 friends at Facebook. **See All**




---

**Friends in Other Networks**

Networks with the most friends

Facebook (224)  
 Harvard (184)  
 San Francisco, CA (149)  
 Silicon Valley, CA (115)  
 Stanford (98)  
 New York, NY (72)  
 Berkeley (57)

Networks you belong to

Stanford (189)  
 San Francisco, CA (149)

Show All Networks | View All Friends


---

**My Photos**

2 of 3 albums. **See All**

**Random Press Photos**

Created October 18



**Mobile Photos**

Uploaded September 2

---

**My Music**

3 songs and 4 artists. **Settings**

**Songs & Artists** **See All (2)**

- 1 New York I Love You But You're Breaking My Heart by LCD Soundsystem (on track) Buy it iTunes
- 2 Slow Dancing in A Burning Room (DJ remix) by John Mayer (on track) Buy it iTunes
- 3 Header, Better, Faster, Stronger by Daft Punk (on track) Buy it iTunes

---

**My Causes**

2 causes. **See All**

**The ONE Campaign**

\$3,322 donated  
 \$7,284 donated

**3 fundraisers**

View Donate

---

**Net Personality**

5,202 members  
 \$16 donated

**12 fundraisers**

\$28 raised

View Donate

---

**Report this Person** **Share It!**

**Personal Info**

Address: a bit of facebook, a little sleep, and some hanging out  
 Interests: opera, breaking things, revolutions, information flow, animation, making things, identifying desire for all that really doesn't matter  
 Favorite Music: great day  
 Favorite Quotes: "all children are artists. the problem is how to remain an artist once he grows up."  
 - Pablo Picasso  
 About Me: I'm trying to make the world a more open place.

---

**Education and Work**

**Education Info**

College: Harvard  
 Computer Science  
 High School: Phelps Ester Academy '02

**Work Info**

Employer: Facebook  
 Time Period: February 2004 - Present  
 Description: Help people make revolutionary things.

---

**My SuperFreak**

Your Friends **See All**

October 10

- 1 Andrew Lee has superfreaked Mark. October 10 8:00am
- 2 Andrew Lee has 75% slapped Mark. October 10 8:00am
- 3 Andrew Lee has some bonked Mark. October 10 8:00am
- 4 Andrew Lee has out drank Mark. October 10 8:00am
- 5 Andrew Lee has cast a spell on Mark. October 10 8:00am
- 6 Andrew Lee has scored on Mark. October 10 8:00am
- 7 Andrew Lee has bought a drink for Mark. October 10 8:00am
- 8 Andrew Lee has motorboated Mark. October 10 8:00am
- 9 Andrew Lee has brewed a spot of tea for Mark. October 10 8:00am
- 10 Andrew Lee has given a cookie to Mark. October 10 8:00am


**What do you want to do to Mark (just click & walk)**

blitz, chest bump, droptail, headbutt, high five, hug, kiss, lick, pee, pinch, punch, slap, smack, nuclear search, throw a sheet at, tickle, trip, worship

---

**My Gifts**

Displaying 5 of 38 gifts. **Give a Gift** **See All**



Message

---

**Drew Hadden (Washington) wrote at 11:36pm on September 4th, 2007**

Hey thanks for grabbing me today. it was really nice to talk. I wish the staff of vira things is beyond cool and I can't wait to see the site and platform evolve in the months and years to come. :)

Message

---

**Julius Hsu (Harvard) wrote at 7:05pm on August 26th, 2007**

what's going on?

Message

Facebook © 2007
about developers jobs advertise pub terms privacy help

Facebook 创始人马克·扎克伯格在 Facebook 上的主页

Facebook Profile Friends Networks Inbox (1)

**Search**

**Applications** edit

- Photos
- Groups
- Events
- Marketplace
- Timeline
- Mobile Career Network

**Facebook Flyer**

**Careers at Startups**

Viewstart.com Over 4,000 jobs by 500+ startups compete backed by the world's leading venture capital firms.

Get your app? Get in the Loop. Click to see more

[create] [see all]

**View Photos of A L A (15)**  
A L A Green (74 views)  
Send A L A a Message  
Post new

**View Photos of A L A (15)**  
A L A Green (74 views)  
Send A L A a Message  
Post new

**Web developer**  
On My Mind - Energy

**Inside Facebook - The Facebook**  
Created May 11  
For Sale - Public

**Friends** 623 friends See All

Jason L. Kapfite, Ted Marlowe, Jessica Huh, Brent Cohen, Patrick Ganeer, Jeff Rothschild

**Marketplace** 2 things See All

**Friends in Other Networks**

Networks with the most friends:  
San Francisco, CA (99)  
Silicon Valley, CA (89)  
Mountain View, CA (82)  
Los Angeles, CA (88)  
UP (14)

Networks you belong to:  
San Francisco, CA (99)

**Notes** 3 of 17 notes See All

John Edwards (and other I know people) on Jan Green - 11:48am Sep 4

My midip branches today!  
John Sep 01 | I remember

I Am Green now extra aging activity!  
12:30am Sep 5

**Posted Items** 3 of 35 posted items See All

Inside Facebook: The Facebook Book + Facebook's 9th anniversary. What's next? Photo on 4

Our Moral Footprint - New York Times on 21

Nine Deaths Reported in Myanmar Cyclone - New York Times on 21

**Photos** 2 of 4 albums See All

Yosemite 2007  
Clicked August 21

Memo's 6th Birthday Party  
Clicked June 21

**MyPhone** edit  
Call me from your phone (free and private)

**jaxtr**

**A L A Karol Balaban**  
is so totally watching his posture and breathing, yet focusing on cooking at the same time.  
located on Saturday

**Networks:** San Francisco, CA; Macalester Alan '14; Male; Relationship Status: Married to Nadia Barbara (Dr. Mary's CA); Looking For: Friendship; Birthday: January 11; Hometown: LA/Los Angeles, CA; Political Views: Other; Religious Views: spiritual, natural (as in green)

**New Feed** Display 10 status See All

**Thursday**

- A L A reviewed the I Am Green application. 10:22am
- A L A and Gene Lybman are now friends. 10:18am
- A L A and Caring Phyllis are now friends. 10:18am

**Wednesday**

- A L A and Vanessa Hibard are now friends. 1:16pm
- A L A and Chip Jackson are now friends. 1:10pm
- A L A and Martin Blackmore are now friends. 11:42am
- A L A reviewed the Fantasy Futures Exchange application. 10:18am
- A L A and Eric Deep are now friends. 5:10pm
- A L A answered a question on MySpace
- Candy Muse asked a question and A L A answered.
- A L A and Maggie Clifford are now friends. 3:41pm

**I Am Green**

"Rather than give in to despair in this often frightening time, let us rejoice [and are] alive at a moment of creative opportunity unprecedented in the human experience. We are the ones we have been waiting for." - David Cortes, The Great Turning

Look at A L A's 74 LEAVES and comment to tell A L A what you think.

I posted a readthem a bit about environmental status I am and filled with my friends about it. Your old clothes - now clothes 4 me. Do not buy any clothes in my yard. Use the dishwasher more or only use it when the washer is completely full (only run a full clothes washer & dishwasher do not run one personal notebook, camera, or a hummer (don't see loaded water at home)

**A L A's 199 Green Friends with 5-4281 Leaves**

Andrew 12255 Leaves  
Sylvia 155 Leaves, Barry 80 Leaves, Linda 89 Leaves, 65 Leaves

Cassandra 62 Leaves, Kristi 63 Leaves, Cassandra 59 Leaves, 57 Leaves, Robin 56 Leaves

Ellen 52 Leaves, John 50 Leaves, Alan 50 Leaves, 50 Leaves, Candy 50 Leaves

**Received 17 gifts.**

Sale Item from Cassandra Luder on Candy Muse saying "I'd wanted to say - g'd! My gift group are very active..."

You Eric Pflon from Candy Muse saying "It's super - g'd! My gift group are very active..."

The Bob Ribben from Eric Pflon saying "Specific network green saying 'Thank youuuuuuu'.".

Green Star from Andrea Abouza saying "Thank youuuuuuu".

Master of Vegetables from Elis Moussa saying "Thank you!!!"

Clave of Garlic from Lou Sorens saying "Thank you!!!"

Tonika Pflon from Robby Pflon saying "TG love to have the car :)"

Rainbow from Andrea Richter saying "There is a nice assisted rainbow friend."

Showing the B listed. See all or Send A L A another one!

Last visit # 1196 at 2007-10-09 13:37:13.

**Every single thing you do makes an impact. Every single thing you do makes an impact.**

A Leaf: I donate old clothes and other items instead of throwing them away. Wait and add it.

**Are You Green? I Am Green**

**Fantasy Futures Exchange** edit

Balance: Team: \$512601; Personal: \$29580  
COME TO: 13036

**Lists** edit

How should I be a better friend and human being?  
10 Best things about the city of San Francisco  
Why I can't keep lists up, right after I blog about it.  
Best outdoor for a long commute  
List of best breakfast places in the East Bay

本书原作者卡罗·白朗在Facebook上的主页



译言部分用户2007年3月底相聚于清华东门外的盒子咖啡屋

## 前言

很高兴您成为《Inside Facebook》中译本的读者。

既然选择了这本书，想必您对于Facebook和Web2.0并不陌生。Facebook是一个发源于哈佛大学、为全美大学生服务的社交网站。按照流量，这个网站在世界范围排名前7，按照价值，业界对Facebook公司的估值超过100亿美元。想一想Facebook创建于2004年2月，这样的高速增长真是一个奇迹。

Facebook是Web2.0的代表之一。所谓Web2.0，是互联网上继门户网站、电子商务和搜索引擎之后，网站的一个新的形态。Web2.0网站的特点是由用户生成内容，而这些内容又服务于用户。在Facebook上，大学生们展示自己的个人信息、宣泄自己的情感，同时可以浏览其他用户的信息，并与其他用户交流、互动。其他著名的Web2.0站点包括由用户上传视频短片的网站YouTube，由用户自发撰写、修订的百科全书——维基百科等等。

《Inside Facebook》这本书是原作者Karel Baloun作为

Facebook最初的核心开发人员之一，在Facebook初创阶段的亲身经历。与公司老总或研究创业的学者不同，作者以一个工程师平实的语言、从局内人的视角，描述了这个传奇的Web2.0网站初期的爆炸性发展。读来让人感觉真的置身于硅谷，置身于一家创业公司之中、感受到那种每个细胞都充满了为梦想而奋斗的激情。

而《Inside Facebook》中译本的问世则是一个中国Web2.0的故事。这本书是以译言网站([www.yeeyan.com](http://www.yeeyan.com))为平台，由二十几位志同道合的双语者共同翻译、校对、修订，最终成书出版。如果不是第一次，这也是很少有的一次尝试。

除了《Inside Facebook》的译本，译言网站还有上千篇优秀的译文，内容包括技术、创业、人文、医疗、文学等各个方面。这些优秀的译作，都来自译言的双语用户们。译言和她的译者怀着这样一个理念：用我们的双语能力为中国读者带来外语内容中的精华，一起创造一个属于中国的Web2.0奇迹。

感谢您阅读《Inside Facebook》中译本。如果阅读本书有何心得，或是希望就本书的翻译进行讨论，欢迎您到译言网站来和译者直接交流。也欢迎您到译言来阅读更多来自国外的优秀内容。双语读者们，更希望您能加入我们的行列。



最后，感谢所有为本书的问世付出努力的朋友们。是Web2.0平等、协作、贡献的精神把我们凝聚在一起。谢谢大家。

译者

## 补序\*

又一次坐在去往日本的飞机上，不禁想到了15个月前，我刚刚离开Facebook，也是在这班飞机上，开始着手写这本书。一年的时间，可以发生多少变化啊！现在，Facebook正在与QQ争夺全球第十大网站的位置，而QQ在中国则排名第二。Facebook的页面浏览量已经超过了eBay，估计很快就会超过Google。

Facebook在夏天的早些时候发布了它的API平台，从此掀起了一场互联网革命。正如我在本书中写到的那样，互联网冲浪应该是你同你的朋友、邻居、团体、家人所进行的一种社交活动。所有同我相关的信息，理应服务于我在互联网上的活动。现在，Facebook的应用开发者们正在充分享受着Facebook提供给他们的唾手可得的丰富信息，并进而使我和我的朋友们受益。今天，当每个社交网站都在试图复制和超越Facebook的创新时，互联网冲浪将既是一种全面的社交活动，同时也是一种更加独特化的个体行为。

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\* 这是作者在2007年8月份专门为中国读者补写的序言。

这本书所要传达的核心观点——你应该立即着手创建自己的在线事业——要比我写这本书的时候更加正确。成功的门槛以及所需的代价越来越低，而可能的收益则越来越高。在我们生活的网络化的社会里，有特色的分众产品能够很容易地获得自己的独特人群，而通用的大众应用则能以令人难以置信的速度传播。

Honesty Box 是一个很酷的工具站点，你可以通过它给朋友发送匿名消息。它在上线后的几周内就发展了过百万用户，今天则拥有超过两百万用户，并且还在增长。这个站点是一个创业者在一个周末完成的，网站的优化和维护总共只用了30个左右的工作日，就确立了其先入优势。这件事表明，对我们所有的人来说，社交化的互联网才刚刚开始。

我在两个月内搭建起了三个 (Facebook) 应用，其中“我是绿色的”(I Am Green) 在一个月令人惊喜地从零用户增长到了超过一万个用户。现在，有两万多个成员在上面与他们的朋友共享和讨论如何拯救地球的想法。在Facebook的API发布前，有谁敢想象这种超强的传播能力呢？

就在此刻，由于不能上网，我正惬意地享受着难得的轻松时光。而与此同时，我所搭建的Facebook应用正获得每小时数以千计的访问量，其用户也以每天10%的速度在增长。虽