Ubermedia, Inc.

Brad Wilson

Uber Technologies, Inc James Cook, Raj Patel, James S. O'Rourke, 2018 Uber, the popular car-sharing company, faces internal and external scrutiny for its toxic start-up corporate culture, insensitivity toward drivers and riders, and constant avoidance of legal requirements. The case discusses the events leading to the termination of Travis Kalanick, co-founder and former CEO of Uber, and the reputational damage the CEO caused the company. The case also explores collaborative consumption and the six core principles of a coherent corporate culture. How does Uber repair its reputation and get customers to come back? How does Uber grow up as it exits the startup phase of its operation and considers going public?

Wild Ride Adam Lashinsky, 2017-05-23 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.

Social Law 4.0 Ulrich Becker,Olga Chesalina,2020-12-14 Digitalisierung und die damit einhergehenden Veränderungen der Arbeitswelt stellen das Standardmodell der Beschäftigung als Basis von sozialen Sicherungssystemen zunehmend in Frage. Während sich eine wachsende Zahl an Veröffentlichungen mit deren Folgen für das Arbeitsrecht beschäftigen, bleibt bis heute das Sozialrecht weitgehend ausgeblendet. Das Buch schafft Abhilfe. Es beschäftigt sich mit den wichtigsten Herausforderungen für den sozialen Schutz durch Digitalisierung, dem Zugang zu Sicherungssystemen und deren Finanzierung am Beispiel der Plattformarbeit. Es gibt einen Überblick über nationale Lösungsansätze, analysiert dies in vergleichender Perspektive und stellt sie in einen transnationalen Kontext. Das Buch vereint Fallstudien aus Belgien, Italien, dem Vereinigten Königreich, den Niederlanden, Dänemark, Schweden, Spanien, Frankreich und Estland und behandelt die Herausforderungen, die Reformen für eine Standardsetzung auf EU-Ebene, für die Koordinierung innerhalb der EU und für ihr Verhältnis zum Steuerrecht ausgesetzt sind. Es vermittelt damit neue Einsichten, wie ein Sozialrecht 4.0 aussehen sollte.

Uber B. Yasanthi Perera, Pia A. Albinsson, Uber is one of the most innovative companies of our time. This book provides a detailed analysis of the company and its success and goes beyond the headlines about safety and culture. Americans are so accustomed to using Uber today that the name of the innovative ride-sharing company has almost become a verb, as in to Uber somewhere, and yet Uber has been around only since 2010. In less than a decade, Uber has disrupted the ride-hailing industry, from making it easier and more affordable to become an Uber driver than a cab driver to rating riders as well as drivers. As an early pioneer in using technology to create a new business model and new efficiencies, Uber is considered one of the most important case studies in the sharing economy. However, little in-depth information exists on this innovative company. This book traces Uber's origin and evolution in the face of competitive pressures, discusses the company leadership and corporate culture, addresses such controversies as rider and driver safety and sexual harassment of female employees, and explores how the company is addressing these challenges. Students of business, entrepreneurs, and anyone interested in the development and exponential growth of the sharing economy will benefit from reading this book.

The Upstarts Brad Stone, 2017-01-31 ONE OF AMAZON'S BEST BOOKS OF 2017 A look deep inside the new Silicon Valley, from the New York Times bestselling author of The Everything Store Ten years ago, the idea of getting into a stranger's car, or a walking into a stranger's home, would have seemed bizarre and dangerous, but today it's as common as ordering a book online. Uber and Airbnb have ushered in a new era: redefining neighborhoods, challenging the way governments regulate business, and changing the way we travel. In the spirit of iconic Silicon Valley renegades like Steve Jobs and Bill Gates, another generation of entrepreneurs is using technology to upend convention and disrupt entire industries. These are the upstarts, idiosyncratic founders with limitless drive and an abundance of self-confidence. Led by such visionaries as Travis Kalanick of Uber and Brian Chesky of Airbnb, they are rewriting the rules of business and often sidestepping serious ethical and legal obstacles in the process. The Upstarts is the definitive story of two new titans of business and a dawning age of tenacity, conflict and wealth. In Brad Stone's riveting account of the most radical companies of the new Silicon Valley, we discover how it all happened and what it took to change the world.

Whistleblower Susan Fowler,2021-02-16 "A powerful illustration of the obstacles our society continues to throw up in the paths of ambitious young women." —The New York Times Book Review "Important . . . empowering." —Gayle King, CBS This Morning That [Fowler] became a whistle-blower and a pioneer of a social movement almost seems inevitable once you get to know her. Uber should have seen her coming." —San Francisco Chronicle Named a Best Book of 2020 by NPR Susan Fowler was just twenty-five years old when her blog post describing the sexual harassment and retaliation she'd experienced at Uber riveted the nation. Her post would eventually lead to the ousting of Uber's powerful CEO, but its ripples extended far beyond that, as her courageous choice to attach her name to the post inspired other women to speak publicly about their experiences. In the year that followed, an unprecedented number of women came forward, and Fowler was recognized by Time as one of the Silence Breakers who ignited the #MeToo movement. Here, she shares her full story: a story of extraordinary determination and resilience that reveals what it takes--and what it means--to be a whistleblower. Long before she arrived at Uber, Fowler's life had been defined by her refusal to accept her circumstances. She propelled herself from an impoverished childhood with

little formal education to the Ivy League, and then to a coveted position at one of the most valuable companies in the history of Silicon Valley. Each time she was mistreated, she fought back or found a way to reinvent herself; all she wanted was the opportunity to define her own dreams and work to achieve them. But when she discovered Uber's pervasive culture of sexism, racism, harassment, and abuse, and that the company would do nothing about it, she knew she had to speak out—no matter what it cost her. Whistleblower takes us deep inside this shockingly toxic workplace and reveals new details about the aftermath of the blog post, in which Fowler was investigated and followed, hacked and threatened, to the point that she feared for her life. But even as it illuminates how the deck is stacked in favor of the status quo, Fowler's story serves as a crucial reminder that we can take our power back. Both moving personal narrative and rallying cry, Whistleblower urges us to be the heroes of our own stories, and to keep fighting for a more just and equitable world.

Super Pumped Mike Isaac, 2020-09-01 New York Times and Wall Street Journal Bestseller A New York Times technology correspondent presents the dramatic story of Uber, the Silicon Valley startup at the center of one of the great venture capital power struggles of our time. In June 2017, Travis Kalanick, the hard-charging CEO of Uber, was ousted in a boardroom coup that capped a brutal year for the transportation giant. Uber had catapulted to the top of the tech world, yet for many came to symbolize everything wrong with Silicon Valley. Award-winning New York Times technology correspondent Mike Isaac's Super Pumped presents the dramatic rise and fall of Uber, set against an era of rapid upheaval in Silicon Valley. Backed by billions in venture capital dollars and led by a brash and ambitious founder, Uber promised to revolutionize the way we move people and goods through the world. A near instant "unicorn," Uber seemed poised to take its place next to Amazon, Apple, and Google as a technology giant. What followed would become a corporate cautionary tale about the perils of startup culture and a vivid example of how blind worship of startup founders can go wildly wrong. Isaac recounts Uber's pitched battles with taxi unions and drivers, the company's toxic internal culture, and the bare-knuckle tactics it devised to overcome obstacles in its quest for dominance. With billions of dollars at stake, Isaac shows how venture capitalists asserted their power and seized control of the startup as it fought its way toward its fateful IPO. Based on hundreds of interviews with current and former Uber employees, along with previously unpublished documents, Super Pumped is a page-turning story of ambition and deception, obscene wealth, and bad behavior that explores how blistering technological and financial innovation culminated in one of the most catastrophic twelve-month periods in American

The Uber (Company) Handbook - Everything You Need to Know about Uber (Company) Wesley Miranda, 2016-11-14 An unconventional book of inspiration and wisdom for achieving a fulfilling Uber result. Wesley Miranda's 'The Uber Handbook', notably the only business book that deeply influenced leaders, is used as one of the most significant Uber books ever published. Now, Wesley Miranda's 'The Uber Handbook' is with a book of lucid observations and penetrating insights designed to help any reader-student or teacher, mid-career professional-forge their own paths to Uber fulfillment. PLUS, INCLUDED with your purchase, are real-life document resources; this kit is available for instant download, giving you the tools to navigate and deliver on any Uber goal.

Travis Kalanick Brad Wilson,2017-08-06 Travis Kalanick is an American computer programmer and businessman. He is the co-founder of the peer-to-peer file sharing company Red Swoosh and the transportation network company Uber. In 2014, he entered the Forbes list of the 400 richest Americans at position 290, with an estimated net worth of \$6 billion.

Summary of Mike Isaac's Super Pumped Milkyway Media, 2021-07-22 Buy now to get the main key ideas from Mike Isaac's Super Pumped Super Pumped: The Battle for Uber (2019) covers the events between the founding of Uber and the ousting of its hard-driving CEO, Travis Kalanick. Based on hundreds of interviews with current and former Uber employees, as well as previously disclosed documents, New York Times reporter Mike Isaac reveals the details behind the dramatic rise and fall of Uber. Uber was described by the media as "fast-growing," "pugnacious," and a "juggernaut." Thousands of young engineers believed landing a job at Uber meant realizing their dreams of tech riches. Twelve-hour workdays and a nonexistent social life became things to be celebrated, the markers of the "hustle culture" and "super pumped-ness" that Kalanick embodied. Many believed that tech founders were remaking the world — making it smarter and more efficient. However, the world of uninhibited technological progress soon came to a screeching halt, and so did Kalanick's days at Uber.

Whistleblower Susan Fowler, 2020-02-18 "A powerful illustration of the obstacles our society continues to throw up in the paths of ambitious young women." —The New York Times Book Review "Important . . . empowering." —Gayle King, CBS This Morning That [Fowler] became a whistle-blower and a pioneer of a social movement almost seems inevitable once you get to know her. Uber should have seen her coming." —San Francisco Chronicle Named a Best Book of 2020 by NPR Susan Fowler was just twenty-five years old when her blog post describing the sexual harassment and retaliation she'd experienced at Uber riveted the nation. Her post would eventually lead to the ousting of Uber's powerful CEO, but its ripples extended far beyond that, as her courageous choice to attach her name to the post inspired other women to speak publicly about their experiences. In the year that followed, an unprecedented number of women came forward, and Fowler was recognized by Time as one of the Silence Breakers who ignited the #MeToo movement. Here, she shares her full story: a story of extraordinary determination and resilience that reveals what it takes--and what it means--to be a whistleblower. Long before she arrived at Uber, Fowler's life had been defined by her refusal to accept her circumstances. She propelled herself from an impoverished childhood with little formal education to the Ivy League, and then to a coveted position at one of the most valuable companies in the history of Silicon Valley. Each time she was mistreated, she fought back or found a way to reinvent herself; all she wanted was the opportunity to define her own dreams and work to achieve them. But when she discovered Uber's pervasive culture of sexism, racism, harassment, and abuse, and that the company would do nothing about it, she knew she had to speak out—no matter what it cost her. Whistleblower takes us deep inside this shockingly toxic workplace and reveals new details about the aftermath of the blog post, in which Fowler was investigated and followed, hacked and threatened, to the point that she feared for her life. But even as it illuminates how the deck is stacked in favor of the status quo, Fowler's story serves as a crucial reminder that we can take our power back. Both moving personal narrative and rallying cry, Whistleblower urges us to be the heroes of our own stories, and to keep fighting for a more just and equitable world.

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The Book of Uber M. K. Riley, 2016-07-10 The Book of Uber is a funny, hard-hitting account of Uber's attempts to enter the for-hire ground transportation market in St. Louis, Missouri, the largest metropolitan area in the U.S. where UberX and Lyft are not legal. The story is told through a series of seven letters to the mayor of St. Louis, Francis Slay, a man who has lost control of his taxicab commission. The author, M.K. Riley, explains why the taxi industry has been entrenched in a cash-based business model for a hundred years, why Uber crushes that business model and how the St. Louis Metropolitan Taxicab Commission has fought Uber and Lyft tooth and nail for its own survival. As a former car-service business owner, the author knows where the St. Louis MTC has buried the bodies. The story starts when Uber cofounder and CEO Travis Kalanick visits St. Louis in 2013 to monitor the International Association of Transportation Regulators' annual conference. And the story takes off from there, moving onto Lyft's failed bid to launch operations in the spring of 2014 in St. Louis, and the Ferguson riots and the role race plays in in the St. Louis taxi industry. Uber has found that the St. Louis Taxicab Commission is not so much a commission as it is a stacked deck, and the lawsuits have been flying. The Book of Uber also explains the shared history of the Teamsters Union, the American Mafia and the taxicab industry by laying bare the true story of the Greenlease kidnapping case that played out in St. Louis. If you are an Uber customer or an Uber driver, you will laugh and nod knowingly, but if you have only heard of Uber and want to know what the rumpus is about, The Book of Uber explains it all.

The Crazy Story of Uber Ryan Ewing, 2019-06-26 **Buy the Paperback version of this book and get the Kindle eBook version included for FREE**Every company has a dark side filled with secrets and scandal, which means your favorite ride service is no different. Technological advancement has always improved lives and shaped cultures. It gives us better food, increased productivity, and enjoyable entertainment. Uber is the birth of such technological advancements and it has changed our lives drastically. The rise of Uber brought cheaper transportation that was more accessible; with the click of a button someone is there to pick you up and take you where you need to go. No doubt, it's one of the best services to be developed, but all great stories have a bit of gloom. There's a darkness looming over Uber's history that most people don't know about. And when you learn about them in this book, you'll never feel the same about Uber again. The Crazy Story of Uber: Sex, Scandal, and Billions of Dollars - A Silicon Valley Startup, illustrates the story of Uber's origins while also letting you in on the secrets they don't want you to know.

Undercover Uber Douglas Edwin Casimiri,2017-04-25 From the driver's seat comes a look at the true operating procedures, values, and mission of Uber. Author Douglas Casimiri spent one year undercover as an Uber driver and has emerged with new insight into the company and a series of wild stories about colorful passengers and startling situations. Casimiri outlines the business plan and processes of Uber. He includes information on the discrepancy between what Uber claims drivers make and what they actually earn, the story behind the founding and the funding of the company, the standards Uber keeps to protect both drivers and passengers, the reasons Uber is winning its competition against traditional taxi companies, the concept of surge pricing, the opposition Uber faces from the government and taxi unions, and the future of Uber and its drivers. While Casimiri was driving for Uber, his coworkers confided in him about a variety of shocking, dangerous, and sometimes humorous experiences. In one case, a very confused passenger forgets where she is and believes she's being kidnapped. In another, a driver can't believe it when his passenger ends up being a famous actor. Casimiri's anecdotes show that there is never a dull moment in the life of an Uber driver!

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