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upon the idea and

utilized their little

to none business

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from its earliest  
and scrappiest  
days through  
becoming an  
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completely

changed the way

people vacation.

Instead of crashing

in a fancy hotel

room in a new city,

people opt to take

over or even share

other people's

oftentimes

eccentric pads for

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the night, a week,

or a month. But,

how did this

concept come to

be?

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editor at Fortune

magazine,

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extraordinary

growth of the  
company in her

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model is. Leigh

Gallagher explored  
the Airbnb business  
and its success  
story and then  
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is the assistant  
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the world. What I particularly liked about the book is that Leigh Gallagher focuses on the people: the founders themselves, but also the hosts and guests – all the human beings who make Airbnb what it is. She spoke to many people and

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book is not done  
from a distance, as  
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comes alive with  
the insights and  
stories of the  
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stakeholders.

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