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with Roy Saunderson & S. Max Brown every Tuesday at 1:00 et.



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April 02nd 2013: Think Like Zuck: Five Business Secrets of Facebook's CEO

What are the five core values at Facebook? On the next episode of Real Recognition Radio, Roy Saunderson and S. Max Brown speak with Ekaterina Walter, author of Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg. Ekaterina is a social media innovator at Intel. A recognized business and marketing thought leader, she is a speaker and a regular contributor to Fast Company, Huffington Post, and other leading-edge print and online publications. She has been featured in Forbes and Business Review USA and was named among 25 Women Who Rock Social.

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Featured Guest



Ekaterina Walter

Ekaterina Walter is the author of Think Like Zuck: The Five Business Secrets of Facebook's Improbably Brilliant CEO Mark Zuckerberg. Ekaterina is a social media innovator at Intel. A recognized business and marketing thought leader, she is a speaker and a regular contributor to Fast Company, Huffington Post, and other leading-edge print and online publications. She has been featured in Forbes and Business Review USA and was named among 25 Women Who Rock Social Media in 2012. She sits on a Board of Directors of Word of Mouth Marketing Association and is an active member of the Thunderbird Global Council at Thunderbird School of Global Management.

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