

The Fall of Bebo: What it Says About Social Networks and AOL's Strategy

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Abstracts

In April 2010, AOL announced that it is set to sell or shut down Bebo, the social network site aimed at children and teenagers that it acquired for \$850 million in March 2008. This was without doubt a steep price tag, but the acquisition did not seem too outlandish at the time as Bebo was seen as the rising star in social networking. But since AOL took over, Bebo has been in steady decline, and the last reported financials for the social network revealed a reversal in fortune that raises difficult questions about what exactly went wrong. Will anyone want to buy Bebo now?

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