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The social network is a game-changer with its number of users approaching 1 billion, but it's going to take more than a virtual thumbs-up to justify the extraordinary valuation of nearly \$100 billion that Mark Zuckerberg's dorm-room creation is seeking in its stock market debut. No media organization has consistently reported or commented on

Facebook's exceptional rise like Reuters Breakingviews, starting shortly after its humble beginnings at Harvard, where it began as a website for college kids to connect. This volume compiles the highlights of that coverage while offering investors fresh, sophisticated and unique analysis of Facebook's future prospects. There's much to like about what Zuckerberg has built, but there are also plenty of reasons not to blindly fall in love.