

FAST COMPANY

DEC 2012 / JAN 2013

96 LESSONS FOR 2013

"You can never underestimate rivals. Stay vigilant, and make sure your product is a step ahead."
—YELP CEO JEREMY STOPPELMAN

What **YELP** can teach **FACEBOOK**

Why **DISNEY** can learn from **ANGRY BIRDS**

Where **WALMART** is stalking **AMAZON**

How the **UFC** beats the **NFL**

plus:
LINKEDIN / TESLA / 3M
ZYNGA / YOUTUBE / DYSON
STARBUCKS / PEPSICO
BUZZFEED / FOURSQUARE
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DSREPS

dsreps.com
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New York

(917) 407-4292

Nicki Silverman: nicki@dsreps.com

Los Angeles

(626) 441-2224

Deborah Schwartz: deb@dsreps.com
Crystal Roberts: crystal@dsreps.com