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the beginning of the end for Yahoo!  
began with decisions made by the first  
team of executives while the company  
was on its way up, which set the stage  
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subsequent generations of Yahoo!  
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Most decisions were either pure incompetence or just lack of vision by CEOs from 2001 to the present.</p>

<p>Twenty-one years after its incorporation and sixteen years after its stock peak, Yahoo sold for 96% less than its value on January 3, 2000, when it had closed at an all-time high of \$118.75 per share, resulting in a market

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