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*Lev Grossman, TIME managing editor Richard Stengel
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We have entered the Facebook age, and he is the man who brought us here. For connecting more than half a billion people and mapping the social relations among them, for creating a new system of exchanging information, Facebook's Mark Zuckerberg is TIME's 2010 Person of the Year. Amazon Kindle brings you an extended version of the cover profile by TIME senior writer Lev Grossman, with an introduction by TIME managing editor Richard Stengel. Read how the Person of the Year has changed how we live our lives in ways that are innovative and even optimistic.