**Possible Buyers Circle Twitter**

Twitter may soon be up for sale, and Salesforce.com, Walt Disney Co., Microsoft and Alphabet are among those in the hunt, sources say. But regardless of Twitter's ultimate fate, any buyer will have to address what Twitter is and what it should become, Liana Baker writes.

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<http://www.reuters.com/article/us-twitter-m-a-strategies-idUSKCN11X05N>