**Ziff Davis Buys Mashable On the Cheap**

Sometimes it’s better to buy than build. That’s the real takeaway from Ziff Davis acquiring Mashable. A deal that’s reportedly worth $50 million. When you hear a number like that you don’t necessarily think fire sale, but in Mashable’s case it’s a deep discount from where the company was a year or two ago. How quickly the tables can turn.

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