

Boo Hoo: A Dot.com Story From Concept To Catastrophe - , Ernst Malmsten

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boo hoo is a gripping, insider's account of the rise and fall of this most controversial of internet startups - a global, online retailer of sports and designer clothes. Author: Drazin, Charles Author: Malmsten, Ernst Author: Portanger, Erik Publisher: Cornerstone Digital Illustration: N Language: ENG Title: Boo Hoo: A Dot.Com Story from Concept to Catastrophe Pages: 00416 (Encrypted EPUB) On Sale: 2011-10-31 SKU-13/ISBN: 9780099418375 Category: Business & Economics : Consumer Behavior - General Category: Business & Economics : Entrepreneurship

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