



Boo Hoo: A dot.com Story from Concept to Catastrophe (Paperback)

By Ernst Malmsten, Erik Portanger, Ernest Malmesten

Cornerstone, United Kingdom, 2002. Paperback. Book Condition: New. 192 x 128 mm. Language: English . Brand New Book. *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. Aladdin Paperbacks and And Baby and and ed.



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