



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

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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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