



Boo Hoo: A Dot.com Story from Concept to Catastrophe

Ernst Malmsten, Erik Portanger, Charles Drazin

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This is the story of how an international model and a former poetry critic from Sweden dreamed up the most ambitious and glamorous internet start-up ever attempted; how they convinced the world's biggest fashion houses and Wall Street investment banks to invest \$135 million into their plan; and, ultimately, how they burned through all the money in just over a year. The rise and fall of boo.com is an insider's look at the 18 months of euphoria that ushered in the dot.com era.

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