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He had bought a \$30 laser pointer with the intention of using it to make flashy presentations, but ended up using it to make his cat chase the red dot, according to *The Perfect Store: Inside eBay ...*

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world of commerce. In this fascinating book, Adam Cohen, the first journalist ever to get full access to the company, tells the remarkable story of eBay's rise. He describes how eBay built the most passionate community ever to form in cyberspace and forged a business that triumphed over larger,

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better-funded rivals. And he explores the ever-widening array of enlistees in the eBay revolution, from a stay-at-home mom who had to rent a warehouse for her thriving business selling bubble-wrap on eBay to the young MBA who started eBay Motors (which within months of its launch was

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