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Boo Hoo is the story of Boo.com a online designer clothing store founded in 1998 by Ernst Malmsten, Kajsa Leander and Patrik Hedelin. Boo Hoo: A Dot Com Story.

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Ernst Malmsten wrote about the experience in a book called Boo Hoo: A dot.com Story from Concept to Catastrophe, In 2005 CNET called Boo.com the sixth greatest

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