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Complete summary of David Bunnell's book: "The eBay Phenomenon: Business Secrets Behind the World's Hottest Internet Company".

This summary of the ideas from David Bunnell's book "The eBay Phenomenon" analyzes the winning business strategy of Pierre Omidyar and his partner Jeff Skoll and the reasons behind their success. In his book, the author has investigated the features of eBay that were designed to ensure its success and why the business has reached such a high level of brand recognition and an enormous customer base. This summary also investigates the setbacks experienced by eBay and the challenges that lie ahead.

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To learn more, read "The eBay Phenomenon" and discover the secrets behind the success of this Internet enterprise.

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