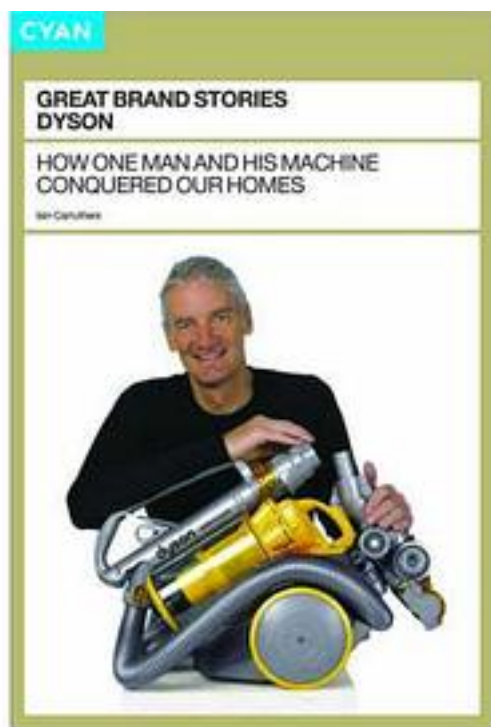


Great Brand Stories



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Full of anecdotes and insightful analysis, this chronicle details the story of the brand name that changed society and empowered the average consumer to participate in a universal marketplace like never before. From the sale of \$6 million jets to buckets of seawater, this book explores eBay's amazing online community of strangers and the trust they exude when exchanging goods and money. With more than 168 million registered users in 33 countries, this study explains the evolution and power of one of the world's most iconic brand names.

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