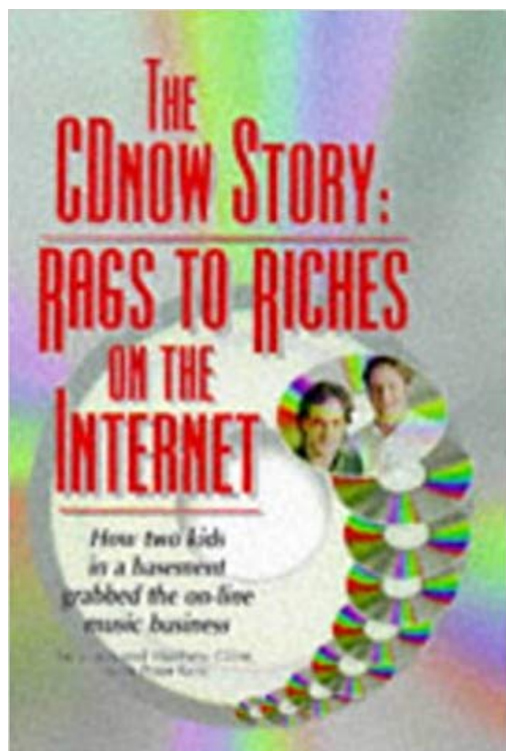


## The Cdnow Story: Rags to Riches on the Internet *by* Matthew Olim,Jason Olim



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Learn how CDnow founders Jason Olim and Matthew Olim turned a small investment into a big business on the Internet, beating MCI, Blockbuster and Tower Records. Readers will also learn the tricks of the trade from these two successful Internet entrepreneurs, and discover how to apply the techniques to their own businesses.



## Reviews of the **The Cdnow Story: Rags to Riches on the Internet** *by* Matthew Olim,Jason Olim

Gravelblade

If you want to understand what's involved with starting an internet business from scratch, this book will provide a detailed look at how CDnow became successful, despite humble beginnings. The story of Jason and Matthew Olim's business, from concept to profitable operation, is fascinating, and instructive for entrepreneurs and corporate types alike. With the able guiding hand of Peter Kent (the journalist/author) this book is well-written and easy to read. I'd recommend it highly.

Kinashand

I found the CDnow Story facinating. It told the story of how two young men followed a dream to develop a highly successful and innovative business with virtually nothing but their instinct and dedication. They were the true pioneers of online shopping, which spurred on many other online shopping enterprises. The Olim brothers had a fantastic intuition about the powers of the Internet, and created a business that many have attempted to follow.

Truthcliff

Every detail about this man is worth reading. It tells you that if you have the urge within you to do something you really can do it. It has definitely motivated me a lot. It is also very well written and makes you feel "I wish I was a part of the Amazon family"

Lcena

I get the impression from this book is that the only the author has written before was his signature. While the story was very interesting it was quite poorly written.

Read High St@kes, No Prisoners by Charles Ferguson instead.

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