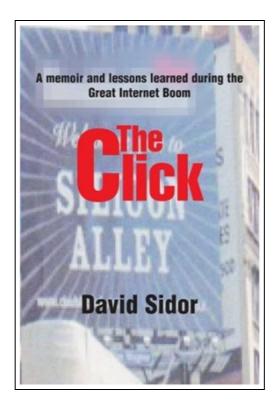
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THE CLICK: A MEMOIR AND LESSONS LEARNED DURING THE GREAT INTERNET BOOM (PAPERBACK)



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iUniverse, United States, 2004. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This is a story about an average employee who hit the Internet lottery. In 1996 David Sidor joined a 15-person start-up company at the beginning of the Internet boom in the mid 1990s, and over the next seven years he watched the evolution of an entire industry, while also experiencing first-hand a roller coaster ride filled with hard work, success, play, greed and panic. A true account of what it was really like during this incredible era has yet to be told--until now. David Sidor, an account executive with one of the Internet era s premiere players, DoubleClick, recounts his inside story of what it was really like during the boom days of high tech in the mid to late 90s. Stocks soared. Twenty-year-olds became millionaires overnight. Small start-ups became instant powerhouses. Of course it couldn t last, and it didn t. The bubble burst. Many people lost it all. Still, the world was changed forever. The Internet was not just a fad. It was here to stay. It revolutionized our way of life, and American business would never be the same again. David Sidor pulls back the veil and takes you on a fascinating journey inside the industry and reveals what life was like behind the scenes. The road was often rocky, but as the author vividly recounts, it was balanced out by an intense amount of partying and adventures along the way. Come and find out how the world was changed--right on the other side of your computer screen.

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