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When Groupon was launched in September 2008, no Wall Street guru could have foreseen that it would become a \$30 billion giant that would spawn a motley crew of online

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inside story of the
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Groupon from startup
to \$30 billion online
giant and the
audacious genius
behind it, founder
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<p>In
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Groupon's Biggest Deal Ever: The Inside Story of How One ...

In "Groupon's Biggest Deal Ever," Time Out Chicago Editor-in-Chief Frank Sennett traces the company's journey from startup on the

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company of our time ...

'Groupon's Biggest Deal Ever': excerpts from Frank Sennett

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as he created a juggernaut of online commerce and ignited a consumer revolution.

Groupon's Biggest Deal Ever | Frank Sennett | Macmillan

The most successful Groupon to date, a November 24, 2010, Nordstrom Rack deal that sold \$50 gift cards for \$25 and grossed more than \$15.6 million (representing about 2.5 percent of

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Groupon's cumulative total sales up to that time), pointed toward strong continued growth on the national retail front.

"Groupon's Biggest Deal Ever" | Chicago News | WTTW

Duff McDonald reviews "Groupon's Biggest Deal Ever: The Inside Story of How One Insane Gamble, Tons of Unbelievable Hype, and Millions of Wild

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Deals Made Billions For
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Book Review: Groupon's Biggest Deal Ever - WSJ

Groupon's Biggest Deal
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Groupon's Biggest Deal Ever eBook by Frank Sennett ...

Publisher's Summary
Groupon's Biggest Deal Ever is the exclusive, behind-the-scenes account of the incredible rise of discount coupon giant Groupon and the compelling story of its offbeat founder,

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Andrew Mason, as he created a juggernaut of online commerce and ignited a consumer revolution that is disrupting how people shop all over the world.

Groupon's Biggest Deal Ever (Audiobook) by Frank Sennett ...

According to Butler, the most successful Groupon ever was a voucher offering “\$25 for \$50 worth of shoes,

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apparel, and more at Nordstrom Rack". The deal was offered on November 24, 2010 and was redeemable nation-wide.

The Most Successful Groupon Deal Ever | HuffPost

In the fourth paragraph of "Groupon's Biggest Deal Ever," Sennett offers readers a small nugget of new information (new to me, at least): Mason

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after Groupon's
marketing...

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