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Sommario/riassunto	<p>This title takes an indepth look at ASOS and the business behind one of the most well-known and exciting online clothing retailers today. We cover how ASOS came into being, the successes and failures over the years, key facts about the industry and their impact on the global market. Readers will learn about branding and the business world with Business Matters features. Each one looks at a different aspect of business and explains it in a clear and concise way for young readers to follow. Key features give information about the Brains Behind the Brand, bringing to the forefront those who run ASOS today and those who have helped build the business in the past. Ideal for budding young entrepreneurs with an eye for opportunity! A brilliant read for readers keen to find out how the business behind the brand works. Other titles in the series include; Manchester United, YouTube, Virgin, Heinz and Topshop.</p>