

EasyJet: from E-hatred to E-dependency

EasyJet was founded by Stelios Haji-loannou, the son of a Greek shipping tycoon who reputedly used to 'hate the Internet'. In the mid 1990s Haji-loannou reportedly denounced the Internet as something 'for nerds', and swore that it wouldn't do anything for his business. This is no longer the case since by August 1999, the site accounted for 38 per cent of ticket sales or over 135,000 seats...

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