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 and compares the two companies, Birchbox and Glossybox
 which are a monthly subscription service where you receive a
 box in the mail every month with sample sizes of different
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 behind the companies is to try-before-you-buy. Birchbox is the
 company that originated the idea and is based in the US and
 Glossybox is a copycat of the company based out of Berlin,
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 paper we will discuss the founding and evolution, firms
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