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British inventor of online shopping on his inspiration



Online shopping revolutionised the way consumers purchased goods, from tomatoes to televisions.

But where did the idea really come from?

In 1978, six years before the creation of the worldwide web, the concept of being able to buy anything without leaving your chair was the brainchild of British computer boss Michael Aldrich from Gateshead.

*Viewers (in the UK) can learn more about Michael Aldrich, Mrs Snowball and the rise of online shopping in Robert Peston Goes Shopping available on the **BBC iPlayer***