What is Amazon?
Scope of Operations

Composed of three key elements

Business Network

Core Resources
Scope of Operations
The buying process
Your Recent History

Recently Viewed Items

- Kindle Wireless Reading Device, Wi-Fi, 6" Display, Gr... by Amazon
- Kindle 3G Wireless Reading Device, Free 3G + Wi-Fi, 6... by Amazon

Recent Searches

todays recommendation for you, todays recommendation for you (All Departments)

› View and edit your browsing history
Others also bought...
Classification

Search
Recommendations
Amazon Remembers
The buying process
**Customer Reviews**

**Capacity:** 8 GB

### Average Customer Rating

<table>
<thead>
<tr>
<th>Rating</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 star</td>
<td>70</td>
</tr>
<tr>
<td>4 star</td>
<td>28</td>
</tr>
<tr>
<td>3 star</td>
<td>14</td>
</tr>
<tr>
<td>2 star</td>
<td>10</td>
</tr>
<tr>
<td>1 star</td>
<td>19</td>
</tr>
</tbody>
</table>

- **Battery life**: ★★★★★☆ (26)
- **Quality of product**: ★★★★★☆ (26)
- **Fun**: ★★★★★ (11)

› Rate this item’s 3 attributes or suggest a new one.

### Most Helpful Customer Reviews

741 of 786 people found the following review helpful:

★☆☆☆☆  **The Lines Between iPod Touch and iPhone Have Started to Blur**, September 7, 2010

**By Scott Showalter “purefusion” (Ohio, USA) - See all my reviews**

**This review is from:** Apple iPod touch 32 GB (4th Generation) NEWEST MODEL (Electronics)

Having had a chance to spend a little time with a review model gives me a chance to share the experience with you a bit early (before my own arrives). I'll take you hands-on with the new model, plus I'll share from my past two years of iPod touch ownership altogether, especially for those who haven't yet owned (or been owned by) one of these mobile gems.

I've also hidden a treasure trove of info on how you can legitimately download tons of quality apps for free. First though, let's quickly cover what's new.
Decide

Inside this book

1. FIRST SIGHT

My mother drove me to the airport with the windows rolled down. It was seventy-five degrees in Phoenix, the sky a perfect, cloudless blue. I was wearing my favorite shirt — sleeveless, white cotton lace. I was wearing it as a farewell gesture. My carry-on item was a parka.

In the Olympic Peninsula of northwest Washington State, a small town named Forks exists under a near-constant cover of clouds. It rains on this inconsequential town more than any other place in the United States of America. It was from this town and its gloominess, so representative of my mother's mood, that I decided to spend a month every summer until I was fourteen. That
Decide

Bestsellers
The buying process

1. Search
2. Decide
3. Purchase
4. Checkout
Free Shipping Service

Super Saver Shipping

FREE on Orders $25 and Over (some restrictions apply)

How do I take advantage of FREE Super Saver Shipping?

1. Place at least $25 of eligible Amazon.com products in your Shopping Cart. (Eligible items will say "eligible for FREE Super Saver Shipping ... " next to their price.)
2. Proceed to checkout.
3. Ship your items to a single U.S. address.
4. Select "Group my items into as few shipments as possible" as your shipping preference.
5. Select Super Saver Shipping as your shipping speed. After your order ships, it will be delivered within 5-9 business days.
6. Place your order, and enjoy the free shipping!

The Fine Print

- If you qualify for FREE Super Saver Shipping but your order also contains one or more ineligible items, you'll be charged shipping fees for those ineligible items.
- Canceling items, combining orders, or changing your shipping address, speed, or preference might affect your order's eligibility for Super Saver Shipping.
Gift-Wrapping for All Occasions
Amazon.com gift-wrap is the perfect complement to any gift. We will select from our coordinating papers, boxes, bags and ribbon to make your gift special.

Gift-wrap prices range from $3.99 to $5.99 per item, depending on size. Because of their size or shape, some items can't be wrapped in paper or a box -- so we'll send them in a reusable, festive cloth gift bag. Extremely large items are not eligible for gift-wrap; if this is the case, it will be noted on the item's detail page.

Each gift-wrapped item includes:
- high quality gift packaging (pattern may vary)
- high quality ribbon
- a gift card printed with your personal message (free with each wrapped gift)
Frequently Bought Together
Capacity: 8 GB

Price For All Three: $523.83

- This item: Apple iPod touch 8 GB (4th Generation) NEWEST MODEL $223.99
- Apple iPod touch 32 GB (4th Generation) NEWEST MODEL $288.99
- splash Masque Screen Protector Film Clear (Invisible) for iPod Touch 4 4G 4th Generation (3-Pack) NEWEST MODEL $10.85

These items are shipped from and sold by different sellers. Show details

Buy Together
The buying process
1-Click Ordering

Ordering via 1-Click
1-Click ordering is automatically enabled on your account when you place your first order on Amazon.com and enter a payment method and shipping address. If you click the Buy now with 1-Click button on any product page, your order will be automatically charged to the default payment method on your account and shipped to the default address—you skip the shipping cart. To learn more about 1-Click ordering, click on specific topics in the "Related Links" section below.

1-Click Default Address
A list of shipping addresses you use frequently will appear beneath the Buy now with 1-Click button on every product information page. Each address is associated with the payment method used for the last order sent to that address. The address at the top of the list is your 1-Click default address. If you wish to change the default, simply access your 1-Click settings.

Related Topics:
- 1-Click Address and Payment Settings
- Sending Gifts with 1-Click
- Using 1-Click at Public Terminals
- 1-Click Technical Troubleshooting
- Ordering with 1-Click On Your Wireless Phone
- Shipment Consolidation
- Turning 1-Click On & Off
Core Architecture
Built around services
Aggregate information from services to build web pages
Isolated teams working independently on different systems
Technologies
Server Operating System

Linux
Database System
Oracle
Services backend
C++, Java
Web page generation

Perl & Mason
Asynchronous JavaScript And XML
User Interface enhancement AJAX
User Interface enhancement

AJAX
Business Network
Amazon’s Business Network
Amazon’s Business Network
Creating Competitive Advantage
Source of Competitive Advantage

Cost Down

Differentiation

Competitive Advantage
Cost Down

Efficient Service

Customer service

Excellent ✓

Poor ✗
Cost Down

Zero Inventory
Source of Competitive Advantage

Cost Down

Differentiation

Competitive Advantage
Differentiation

Amazon Kindle
Differentiation

Smart Recommendation System

Recommendation System

Smart Recommendation System
Differentiation

Partnerships

Target

Dell

Toys "R" Us

Facebook
Differentiation

Auction

Seller

sell

comm.

amazon.com

buy

Buyer
Profit = Price x Quantity - Cost

Amazon.com’s Profit Equation
Total number of products

- Amazon.com
- Physical Stores
Products only can be found on Amazon.com
Sales Volume

<table>
<thead>
<tr>
<th>Product Quan</th>
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</thead>
<tbody>
<tr>
<td>Physical store's revenue</td>
</tr>
<tr>
<td>Ex: Barnes &amp; Noble</td>
</tr>
<tr>
<td>Virtual store's revenue</td>
</tr>
<tr>
<td>Ex: Amazon, iTunes</td>
</tr>
</tbody>
</table>

Long tail applied to Amazon.com
Conclusion
• New Internet business model
• Cost down
• Create customer value
• Blue Ocean
• Amazon is a successful Internet store!
References


Thank You!
for your attention