



amazon.com® - from A to Z



Company Overview



Mission, Vision & Values



Core Value Proposition, Objective & Strategy



Three Customer Sets



Attention Economy and e-Trust



Business Model



Amazon.com Business Model Evolution



Business Model Canvas – The 9 Building Blocks



eBook/Kindle



Value Capture



Diversifying Revenue Streams



Geographical Expansion & Product Range



Amazon.com Acquisitions and Investments



Sales



Conclusion



Sky is the limit



References



amazon.com® - from A to Z



Company Overview



Mission, Vision & Values



Core Value Proposition, Objective & Strategy



Three Customer Sets



Attention Economy and e-Trust



Business Model



Amazon.com Business Model Evolution



Business Model Canvas – The 9 Building Blocks



eBook/Kindle



Value Capture



Diversifying Revenue Streams



Geographical Expansion & Product Range



Amazon.com Acquisitions and Investments



Sales



Conclusion



Sky is the limit



References



Company Overview

Founded in 1994
in Seattle, USA

28,300
employees

Global leader in
e-commerce

Wide range of
products

Worldwide
network of
fulfilment

Mass
customisation

Customer
experience

Affiliations

Stickiness

Mission

- 'To leverage technology and the expertise of our invaluable employees to provide our customers with the best shopping experience on the Internet.'

Vision

- 'To be earth's most customer centric company; to build a place where people can come to find and discover anything they might want to buy online.'

Values

- Customer Obsession
- Innovation
- Bias for Action
- Ownership
- High Hiring Bar
- Frugality

Objective

- 'Not to discount a small number of products for a limited period of time, but to offer low prices everyday and apply them broadly across our entire product range.'

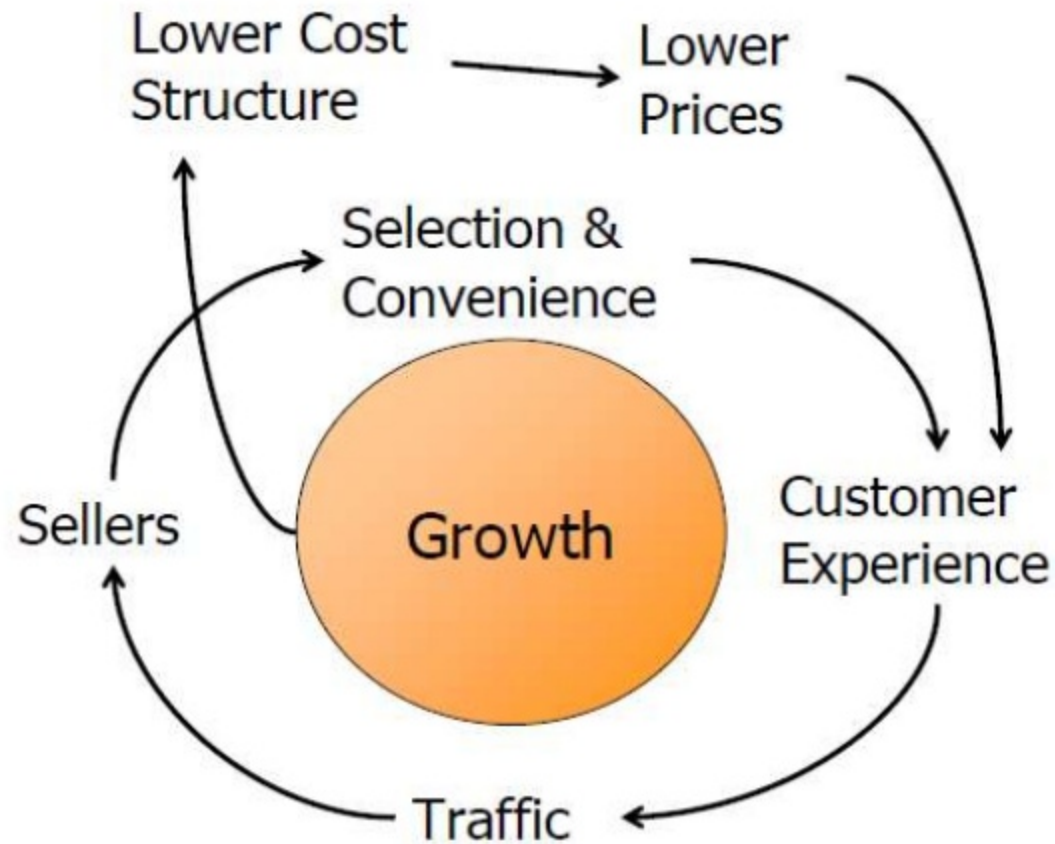
Core Value Proposition

- Price
- Convenience
- Selection

Strategy

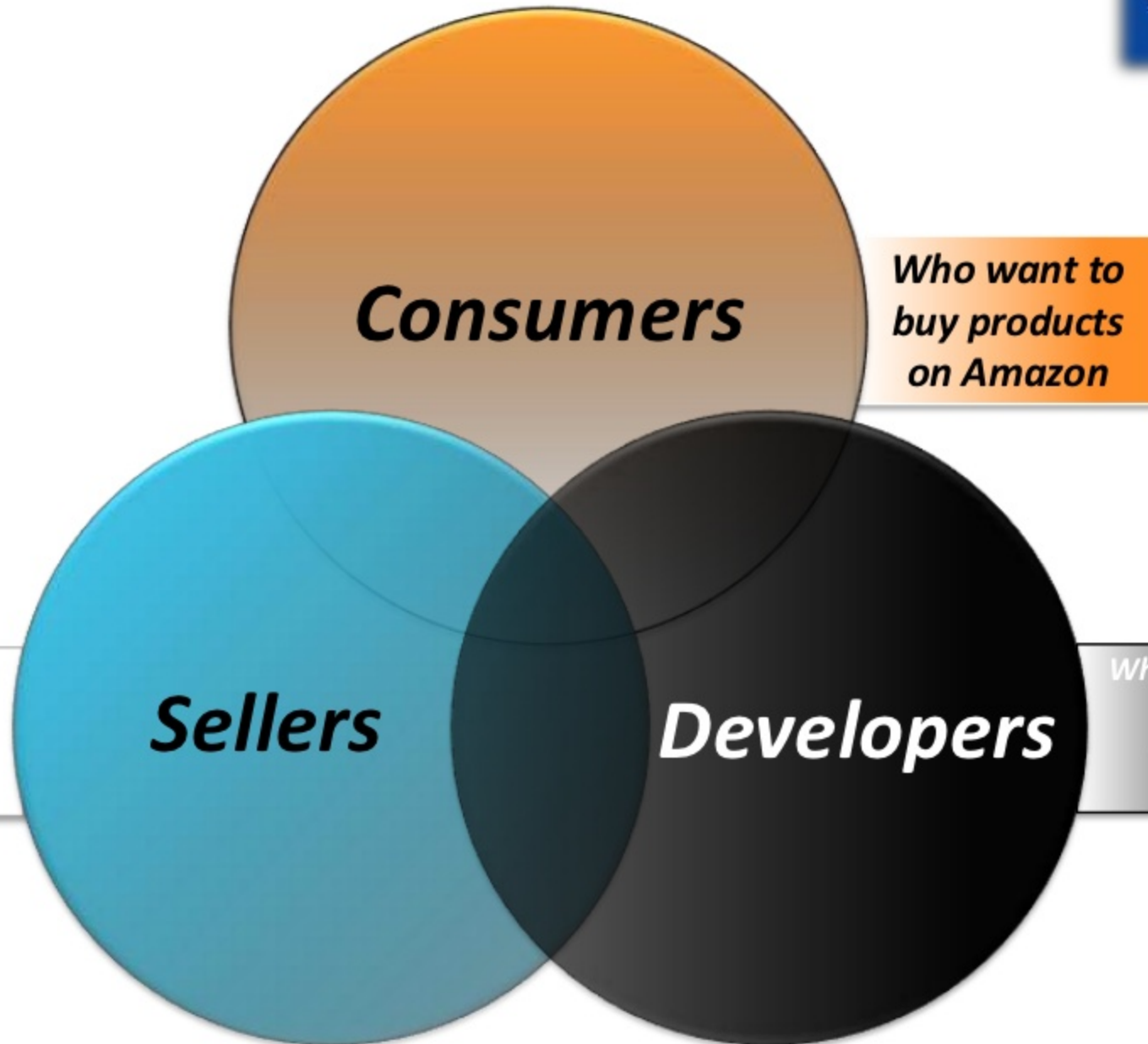
- 'To 'Get Big Fast' by investing aggressively in new product categories and new businesses, by spending money on brand awareness and getting new customers.'

Strategy



Source: www.amazon.com

Three Customer Sets



amazon.com® - from A to Z



Company Overview



Mission, Vision & Values



Core Value Proposition, Objective & Strategy



Three Customer Sets



Attention Economy and e-Trust



Business Model



Amazon.com Business Model Evolution



Business Model Canvas – The 9 Building Blocks



eBook/Kindle



Value Capture



Diversifying Revenue Streams



Geographical Expansion & Product Range



Amazon.com Acquisitions and Investments



Sales



Conclusion



Sky is the limit



References



amazon.com® - from A to Z



Company Overview



Mission, Vision & Values



Core Value Proposition, Objective & Strategy



Three Customer Sets



Attention Economy and e-Trust



Business Model



Amazon.com Business Model Evolution



Business Model Canvas – The 9 Building Blocks



eBook/Kindle



Value Capture



Diversifying Revenue Streams



Geographical Expansion & Product Range



Amazon.com Acquisitions and Investments



Sales



Conclusion



Sky is the limit



References



How long do you stay @ amazon.com?

GOAL: Attention attraction and retention

HOW?

{ Customer's needs
Relevant Content
Frequent Update
Buying habits
Reactions to Web site design
Demographics
Favorite and least favorite products

ATTENTION

becomes the major
currency in content
commerce

Quality
Value
Timeliness
Appropriateness of Goods &
Services
Business Reputation
Security in Transactions

e-Trust

Brand Differentiation
Customer Loyalty



How long do you stay @ amazon.com ?

Stickiness



Holds customers and keeps them coming back for more!

Measurement: *Time spent at a website
*Number of visits per person
*Number of pages viewed



Engagement

Convenience

Relevance

Community



Relevance

amazon.com

HERIOT
WATT
UNIVERSITY

UPDATE

Content



Welcome to Amazon.com Books!

*One million titles,
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

SPOTLIGHT! — AUGUST 16TH

These are the books we love, offered at Amazon.com low prices. The spotlight moves EVERY day so please come often.

ONE MILLION TITLES

Search Amazon.com's [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...

EYES & EDITORS, A PERSONAL NOTIFICATION SERVICE

Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

Products & Services

The screenshot shows the Amazon.com homepage with a focus on the Kindle promotion. The main banner reads "The All-New Kindle" with the tagline "Smaller, Lighter, Faster with 60% Better Contrast". Below this, a Kindle device is shown with the price "Order now: \$139 Wi-Fi | \$189 Free 3G+Wi-Fi". To the right, there's a "simple" logo with the "Flip" logo underneath. On the left, a sidebar lists various categories like "Books", "Music", "Games", etc. At the bottom, there are three columns of links: "Get to Know Us" (Careers, Investor Relations, Press Releases, Amazon and Our Planet), "Make Money with Us" (Sell on Amazon, Join Associates, Advertise Your Products, Self-publish with Us, See all), and "Let Us Help You" (Shipping Rates & Policies, Amazon Prime, Returns, Help). The Amazon logo is in the bottom right corner.

Engagement

amazon.com

HERIOT
WATT
UNIVERSITY

Interactivity & Production Values



Most Helpful Customer Reviews

30 of 33 people found the following review helpful:

★★★★☆ **They are Human: Day & Age**, November 24, 2008

By **Nathan Beauchamp "Dakotad555"** (Oak Park, IL USA) - [See all my reviews](#)

VINE™ VOICE TOP 50 REVIEWER REAL NAME

Amazon Verified Purchase ([What's this?](#))

This review is from: **Day & Age (MP3 Download)**

The Killers have a special place in my heart. They excel at writing engaging lyrics, creating passionate musical riffs, and forming choruses that are sometimes so good they're magical: "Bling (Confessions of a King)" and "Read My Mind," from Sam's Town, or "Mr Brightside" or "Smile Like You Mean It" from Hot Fuss.

It's safe to say I had huge expectations from Day & Age. Most of the tracks met them, but a few were genuine disappointments.

Help other customers find the most helpful reviews

Was this review helpful to you?



community

amazon.com

HERIOT
WATT
UNIVERSITY

Personalization

Co-Creation & Recognition

Hello, Anabel Juarez. We have recommendations for you.
New For You

Share your thoughts with other customers:

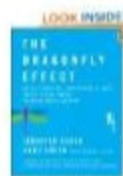
Create your own review



Flamingo [Deluxe Edition]
(Audio CD) ~ Brandon Flowers
★★★★☆ (48) \$12.99
[Fix this recommendation](#)



resonate: Present Visual
Stories... (Paperback) by Nancy
Duarte
★★★★☆ (15) \$19.77
[Fix this recommendation](#)



The Dragonfly Effect: Quick, E...
(Hardcover) by Jennifer Aaker
★★★★★ (8) \$17.13
[Fix this recommendation](#)

Customization

Your Recent History ([What's this?](#))

Recently Viewed Items



[Day & Age](#) ~ The Killers



[The Wiley Guide to Project, Program, and
Por...](#) by Peter Morris



[Made to Stick: Why Some Ideas Survive and
Othe...](#) by Chip Heath

Ownership & Belonging



Most Recent Customer Reviews

★★★★☆ **Killers stick to their M.O.**
Most bands make changes gradually; it's rare to find a band or artist that leaps from genre to genre like Tarzan on the express vine. [Read more](#)

Published 17 days ago by Brandon Nolta

★★★★☆ **My Favorite Killers album**
The most annoying thing about reading other reviewers on The Killers is how many people LOVED Hot Fuss, dislike Sam's Town and loathe Day & Age. [Read more](#)

Published 19 days ago by Juz Man

★★★★★ **The Answer Is ...**
The question is (of course) "Are we human or ...".

First off, my rating is for Human only, by far the most popular song on this album (and the only one I own). [Read more](#)

Published 2 months ago by Ted F. Schme



convenience

1 Easy Navigation



2

Browse

Popular Features

- Music Gift Store
- MP3 Downloads
- Best Music of 2010... So Far
- New Releases
- Music Recommendations
- Buy a CD, Get \$1 in MP3s

Genres

- Alternative Rock
- Blues
- Broadway & Vocalists
- Children's Music
- Christian Music
- Classical Music
- Classic Rock
- Country

Music

Browse [bestsellers](#), [MP3 downloads](#) and [new releases](#)

More Items to Consider

You viewed



Day & Age
The Killers
Audio CD
\$13.99 \$9.99

Customers who viewed this also viewed



Hot Fuss
The Killers
Audio CD
\$13.85



Flamingo [Deluxe Edition]
Brandon Flowers
Audio CD
\$19.98 \$12.99



Live at Royal Albert Hall [CD/DVD]
The Killers
Audio CD
\$19.98 \$14.99

Variety



3

Day & Age

The Killers | Format: Audio CD
★★★★★ (207 customer reviews)

List Price: \$13.99

Price: \$9.99 & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)

You Save: \$3.99 (29%)

[Special Offers Available](#)

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it delivered Thursday, October 21? Order it in the next 12 hours and 3 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

40 new from \$7.97 30 used from \$3.99



4



Speed & Delivery

5



amazon.com® - from A to Z



Company Overview



Mission, Vision & Values



Core Value Proposition, Objective & Strategy



Three Customer Sets



Attention Economy and e-Trust



Business Model



Amazon.com Business Model Evolution



Business Model Canvas – The 9 Building Blocks



eBook/Kindle



Value Capture



Diversifying Revenue Streams



Geographical Expansion & Product Range



Amazon.com Acquisitions and Investments



Sales



Conclusion



Sky is the limit



References



amazon.com® - from A to Z



Company Overview



Mission, Vision & Values



Core Value Proposition, Objective & Strategy



Three Customer Sets



Attention Economy and e-Trust



Business Model



Amazon.com Business Model Evolution



Business Model Canvas – The 9 Building Blocks



eBook/Kindle



Value Capture



Diversifying Revenue Streams



Geographical Expansion & Product Range



Amazon.com Acquisitions and Investments



Sales



Conclusion

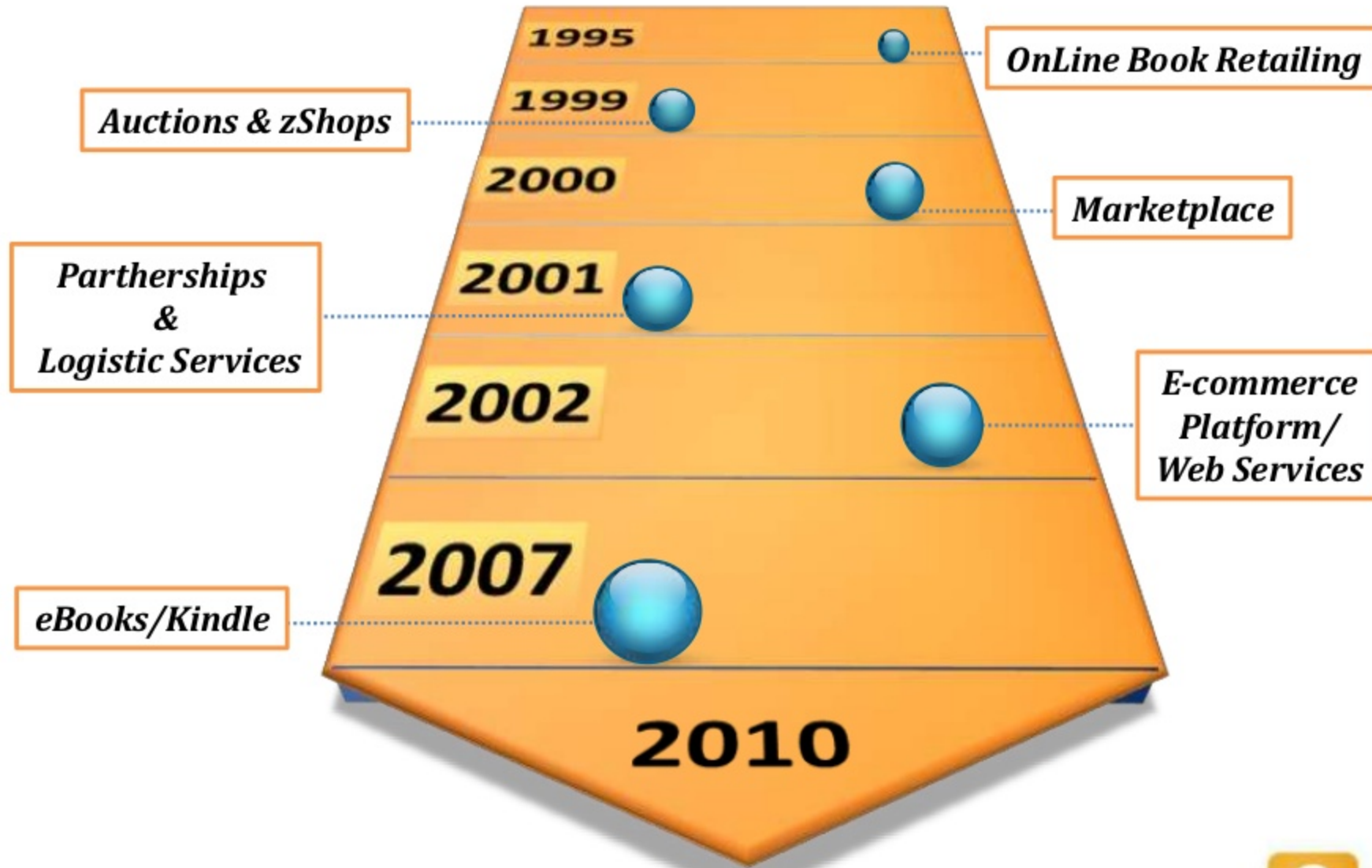


Sky is the limit



References





Business Model Canvas

9 building blocks

