

Amazon One Day Shipping

Natalie Berg, Miya Knights

Amazon One Day Shipping:

Buy Now Emily West, 2022-02-22 How Amazon combined branding and relationship marketing with massive distribution infrastructure to become the ultimate service brand in the digital economy Amazon is ubiquitous in our daily lives we stream movies and television on Amazon Prime Video converse with Alexa receive messages on our smartphone about the progress of our latest orders In Buy Now Emily West examines Amazon's consumer facing services to investigate how Amazon as a brand grew so guickly and inserted itself into so many aspects of our lives even as it faded into the background becoming a sort of infrastructure that can be taken for granted Amazon promotes the comfort and care of its customers but not its workers to become the ultimate service brand in the digital economy West shows how Amazon has cultivated personalized intimate relationships with consumers that normalize its outsized influence on our selves and our communities She describes the brand's focus on speedy and seamless ecommerce delivery represented in the materiality of the branded brown box the positioning of its book retailing media streaming and smart speakers as services rather than sales and the brand s image control strategies West considers why pushback against Amazon's ubiquity and market power has come mainly from among Amazon's workers rather than its customers or competitors arguing that Amazon's brand logic fragments consumers as a political bloc West's innovative account the first to examine Amazon from a critical media studies perspective offers a cautionary cultural study of bigness in today s economy *Amazon* Natalie Berg, Miya Knights, 2021-11-03 Amazon one of the world's most valuable companies is worth more than Walmart Netflix Target Nike and Costco combined What are the secrets to its success How can these insights be applied to other businesses in the e commerce sector The retail industry is facing unprecedented challenges Across all sectors and markets retailers are shifting their business models and customer engagement strategies to ensure they survive Amazon offers unique insight into the company's persistent dissatisfaction with the status quo and innovation and how it has fundamentally changed the ways in which we shop This fully updated second edition explores Amazon's response to the coronavirus pandemic the convergence of physical and digital retail e commerce economics and sustainability as well as future policy implications Written by industry leading retail analysts and with the first edition now translated into more than a dozen languages Amazon is an invaluable resource for discovering the lessons that can be learned from the company s unprecedented rise to dominance Always Day One Alex Kantrowitz, 2020-04-07 This is a terrific book Kara Swisher An acclaimed tech reporter reveals the inner workings of Amazon Facebook Google Apple and Microsoft showing how to compete with the tech titans using their own playbook At Amazon Day One is code for inventing like a startup with little regard for legacy Day Two is in Jeff Bezos s own words stasis followed by irrelevance followed by excruciating painful decline followed by death Most companies today are set up for Day Two They build advantages and defend them fiercely rather than invent the future But Amazon and fellow tech titans Facebook Google and Microsoft are operating in Day One they prioritize reinvention over tradition and collaboration over ownership Through 130 interviews with insiders from Mark Zuckerberg to hourly workers Always Day One reveals the tech giants blueprint for sustainable success in a business world where no advantage is safe Companies today can spin up new products at record speed thanks to artificial intelligence and cloud computing and those who stand still will be picked apart The tech giants remain dominant because they we built cultures that spark continual reinvention It might sound radical but those who don t act like it s always day one do so at their own peril Kantrowitz uncovers the engine propelling the tech giants continued dominance at a stage when most big companies begin to decline And he shows the way forward for everyone who wants to compete with and beat the titans

The Cost of Free Shipping Jake Alimahomed-Wilson, Ellen Reese, 2020-09-20 Winner of the UALE Book Award 2021 Amazon is the most powerful corporation on the planet and its CEO Jeff Bezos has become the richest person in history and one of the few people to profit from a global pandemic Its dominance has reshaped the global economy itself we live in the age of Amazon Capitalism One click instant consumerism and its immense variety of products has made Amazon a worldwide household name with over 60% of US households subscribing to Amazon Prime In turn these subscribers are surveilled by the corporation Amazon is also one of the world's largest logistics companies resulting in weakened unions and lowered labor standards. The company has also become the largest provider of cloud computing services and home surveillance systems not to mention the ubiquitous Alexa With cutting edge analyses this book looks at the many dark facets of the corporation including automation surveillance tech work workers struggles algorithmic challenges the disruption of local democracy and much more The Cost of Free Shipping shows how Amazon represents a fundamental shift in global capitalism that we should name interrogate and be primed to resist — Amazon Shannon Baker Moore, 2018-12-15 Amazon examines the world's largest online retailer detailing its founding by Jeff Bezos and its expansion into new areas such as hardware devices cloud services and drone deliveries Features include a glossary references websites source notes and an index Aligned to Common Core Standards and correlated to state standards Essential Library is an imprint of Abdo Publishing a division of ABDO

Bezonomics Brian Dumaine,2021-05-11 Jeff Bezos has become the era s biggest business story At one point the richest man on the planet Amazon s executive chairman has built one of the most efficient wealth creation machines in history with more than 2 percent of U S household income currently being spent on the hundreds of millions of products speedily shipped from the company s global warehouses All this convenience however has a cost Bezonomics promises massive job disruptions and the further infiltration of AI and Big Tech into our lives In Bezonomics award winning Fortune magazine writer Brian Dumaine unveils the principles Bezos uses to gain increasing market power customer obsession extreme innovation and long term thinking all driven by artificial intelligence and shows how these tactics are being replicated by companies worldwide If you want to know what the most unstoppable business model of the future will look like this is a vital read Amazon.com

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