

Amazon.com

Quotations "The terrible thing about the Internet and Amazon is that they take the magic and happy chaos out of book shopping. The Internet might give you what you want, but it won't give you what you need."

- Tom Hodgkinson

"We've had three big ideas at Amazon that we've stuck with for 18 years, and they're the reason we're successful: Put the customer first. Invent. And be patient."

- Jeff Bezos

Questions

- Have you heard of Amazon.com? Do you use their shopping services?
- Does the company offer value for money?
- How did the company start? What was the first ever sale?
- Has Amazon made online shopping more enjoyable?
- Do you trust the company?
- How does the company treat its employees? Are they paid well?
- Does the company encourage consumerism?
- Amazon has been revealed to be paying extremely low levels of tax in almost every country they operate in, should they pay more?
- Should they be punished for paying the legal minimum amount of tax?
- The company now sells almost all types of products from food to household goods. Should there be a limit to the scale of their operations?
- Independent books shops have made repeated claims that Amazon has deliberately tried to run them out of business by operating without a profit. If true, what should be done about it?
- Are companies like Amazon good for the environment? Why or why not?

Presentation Imagine you work for a rival online retail company which is losing money to Amazon. Create a presentation which can be used to persuade the directors to implement changes and make your company a real competitor to Amazon again.