

Amazon

How the World's Most Relentless Retailer Will Continue to Revolutionize Commerce

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.



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