Finding the source of

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What does Amazon.com look like?

Figure 2: Amazon.com Stock Price
Where is Amazon.com?
real & virtual
Mythology of Amazon

• Fascinating story of myth and hype
• Bezos - goofy nerd and multi-billionaire
• Genesis myths
  – the 2300% statistic
  – no gorillas in the book market
  – the drive West in the old Chevy
  – starts in the garage
  – irony of using B&N coffee shop
• Stock price bubble - $20 billion
Amazon.com stock price from May 1997 to June 1999.
Amazon.co.uk and Amazon.de web sites
Secure web servers per 100,000 inhabitants, August 1998

Source: OECD from Netercraft Data.
Traceroutes from Global One in South Africa to Amazon

**www.amazon.com**
- fe0-0.cr1.sdt.iafrica.net
- gip-penn-2-serial10-1.gip.net
- sl-bb7-pen-1-0-0.sprintlink.net
- sl-bb11-pen-1-3.sprintlink.net
- sl-bb10-sea-8-0.sprintlink.net
- sl-bb11-sea-9-0.sprintlink.net
- sl-bb1-sea-8-0-0.sprintlink.net
- sl-internap-14-0-0.sprintlink.net
- border3as.fe0-1-fenet2.sea.pnap.net
- amazon-4.sea.pnap.net
- 208.226.123.11
- www.amazon.com

**www.amazon.co.uk**
- fe0-0.cr1.sdt.iafrica.net
- gip-penn-2-serial10-1.gip.net
- sl-bb7-pen-1-0-0.sprintlink.net
- sl-bb11-pen-1-3.sprintlink.net
- sl-bb10-sea-8-0.sprintlink.net
- sl-bb11-sea-9-0.sprintlink.net
- sl-bb1-sea-8-0-0.sprintlink.net
- sl-internap-14-0-0.sprintlink.net
- border3as.fe0-1-fenet2.sea.pnap.net
- amazon-6.border3as.sea.pnap.net
- 208.226.123.14
- www.amazon.co.uk

**www.amazon.de**
- fe0-0.cr1.sdt.iafrica.net
- gip-penn-2-serial10-1.gip.net
- sl-bb7-pen-1-0-0.sprintlink.net
- sl-bb11-pen-1-3.sprintlink.net
- sl-bb10-sea-8-0.sprintlink.net
- sl-bb11-sea-9-0.sprintlink.net
- sl-bb1-sea-8-0-0.sprintlink.net
- sl-internap-14-0-0.sprintlink.net
- border3as.fe0-1-fenet2.sea.pnap.net
- amazon-6.border3as.sea.pnap.net
- 208.226.122.14
- www.amazon.de
Will Amazon Wash Away the Malls?

• End of malls, but not an end to shopping in the real world
• Online lacks emotional experience
• Bezos - "strip malls are history"
• Refocus retailing
  • "shoptainment"
  • 24 x 7 convenience
Will Amazon Run Dry?

- Competition from "brick & mortar" dinosaurs
- Bertelsmann AG
- Brand dissolution
- How loyal are the Amazon.com "community"
- Debts and deep pockets
- Price wars
- Barriers to entry are not as low as they seem
- Competitive price agents
## Comparative Price Shopping - Aces

### Price Comparison Results

Comparing prices for the following item(s):

<table>
<thead>
<tr>
<th>Item Details</th>
<th>Unit Price</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Eupherlord</em> The World in the Wires</td>
<td>UKE 29.46</td>
<td>UKE 29.46</td>
</tr>
</tbody>
</table>

**Subtotal**: (UKE 29.46, shopping costs not included) UKE 29.40

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Click on one offer (1st column) to proceed to the respective shop.

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Title</th>
<th>Price</th>
<th>Discount</th>
<th>Shipping</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>UKE 14.85</td>
<td>Alphabet Bookshop, UK</td>
<td>UKE 13.74</td>
<td>27%</td>
<td>1-2 days</td>
<td>Standard</td>
</tr>
<tr>
<td>UKE 15.54</td>
<td>Internet Bookshop, UK</td>
<td>UKE 13.49</td>
<td>20%</td>
<td>2-3 days</td>
<td>1-2 days</td>
</tr>
<tr>
<td>UKE 16.24</td>
<td>countrybookstore.co.uk, UK</td>
<td>UKE 13.24</td>
<td>32%</td>
<td>2-3 days</td>
<td>1-2 days</td>
</tr>
<tr>
<td>UKE 16.46</td>
<td>Bookstore, UK</td>
<td>UKE 14.99</td>
<td>27%</td>
<td>n/a</td>
<td>Royal Mail 1st Class</td>
</tr>
<tr>
<td>UKE 16.75</td>
<td>BooksUK, UK</td>
<td>UKE 15.48</td>
<td>25%</td>
<td>1-2 days</td>
<td>Standard</td>
</tr>
<tr>
<td>UKE 17.43</td>
<td>Amazon.co.uk, UK</td>
<td>UKE 14.56</td>
<td>25%</td>
<td>1-2 days</td>
<td>Royal Mail First Class</td>
</tr>
<tr>
<td>UKE 17.69</td>
<td>Alphabet Bookshop, UK</td>
<td>UKE 16.76</td>
<td>10%</td>
<td>1 day</td>
<td>Fast</td>
</tr>
<tr>
<td>UKE 20.48</td>
<td>Bookstore, UK</td>
<td>UKE 15.99</td>
<td>40%</td>
<td>1 day</td>
<td>Express</td>
</tr>
<tr>
<td>UKE 25.74</td>
<td>Audiaudio.com, UK</td>
<td>UKE 20.74</td>
<td>25%</td>
<td>1-2 days</td>
<td>Parcel Post</td>
</tr>
<tr>
<td>UKE 27.94</td>
<td>BooksUK, US</td>
<td>UKE 19.46</td>
<td>40%</td>
<td>n/a</td>
<td>International Express Post</td>
</tr>
</tbody>
</table>