



Search

Enter search terms:

[Advanced Search](#)

[Notify me via email or RSS](#)

Browse

[Collections](#)

[Subjects](#)

[Authors](#)

Author Corner

[Author FAQ](#)

ROBINS CASE NETWORK

Amazon.com: Offering Everything from A to Z

[Stephanie Lang, University of Richmond](#)

[Logan Tinder, University of Richmond](#)

[Jarett Zimmerman, University of Richmond](#)

[Jeffrey S. Harrison, University of Richmond](#)

Abstract

Amazon's focus on customer service has led to an impressive record of growth and profitability. However, late in 2012, the company posted a quarterly loss. This asks whether the company may be sacrificing profits in the interest of growing rapidly. It also explores the incredibly competitive environment Amazon faces.

Document Type

Case Study

Publication Date

12-2012

Publisher Statement

Copyright © 2012 Jeffrey S. Harrison. This case study first appeared in the [Robins Case Network, 2012](#).

Please note that downloads of the case study are for private/personal use only.

Recommended Citation

Lang, Stephanie, Logan Tinder, Jarett Zimmerman, and Jeffrey S. Harrison. *Amazon.com: Offering Everything from A to Z*. Case Study. University of Richmond: Robins School of Business, 2012.

[Download](#)

INCLUDED IN

[Economics Commons](#),
[Management Information Systems Commons](#),
[Management Sciences and Quantitative Methods Commons](#),
[Marketing Commons](#)

SHARE

[f](#) [t](#) [in](#) [✉](#) [+](#)

RepricerExpress offers advice on how sellers can minimise the risk of an A-Z claim on Amazon. Learn more... Reacting to a Claim. Before you get back to Amazon or slash open pills out of frustration, take a bit of time to analyse the situation. The first thing you want to do is ask yourself if you've truly messed up, from the aspect of your buyer. Is it possible that perhaps you didn't send the item or sent the wrong thing? It's always good to put a tracking label on packages, as that allows you to see where it ended up and if the buyer is making things up. If not, though, and the fault is on you, then you'll need to compose an action plan to ensure it doesn't happen again in the future. But let's sa Ships from and sold by Amazon.com. FREE Shipping on orders over \$25. Details. Critical Thinking: An Introduction (Cambridge International Examinations) by Alec Fisher Paperback \$31.30. In Stock. Ships from and sold by Amazon.com. FREE Shipping. Details. As the title says, this covers technical analysis (the analysis of securities based on price patterns) from A to Z, that is to say all the various approaches are covered alphabetically. Everything is covered but not in extensive detail. Each approach is covered in terms of an overview of the approach, an interpretation of the approach, and an example (generally with suitable graphs). No attempt is made to inject the author's preferences or any statistical analysis of the effectiveness of the approach. Amazon.com may account for around a third of all U.S. ecommerce sales, boast over 33,000 employees around the world and own such big names as IMDB, Zappos.com, Woot and LOVEFILM, but how much do you really know about the web's largest retailer? We've dug deep and found 10 fascinating facts about theetailing behemoth that you may not know. Take a look through the slide show and let us know in the comments any Amazon.com tidbits you find interesting. 10 Fascinating Facts About Amazon.com. 1. How Amazon.com Got Its Name.