Amazon and Barnes & Noble

Student’s Name

Institution of Learning
Amazon and Barnes & Noble

Amazon and Barnes & Noble are the companies chosen for research. These companies are well known and they have been subject to different changes during their history. Therefore, they are good companies to do research because of the changes that each company has gone through.

Amazon Company is worth studying and researching, because this company is famous and fast growing, as well as prone to permanent changes. In 2008, Amazon accounted for 6% of the $136 billion online retail markets in the U.S. Its development was fast and successful. A part of Amazon's success during the past several years was managing to make sales low-end and at the same time profitable. The overall strategy of Amazon has not changed during all its history: “the best selection, the lowest prices, and the cheapest and most convenient delivery”. Amazon had also some failures, for instance, the A9 project and the Kindle, an e-book reader. Nevertheless, it had many successful ventures, such as music downloads and book selling. Amazon receives 50% of revenue from international sales (Quittner, 2008).

Barnes & Noble is also a good subject to conduct research. Barnes & Noble said it would close about 30% of its stores over the next decade. Such decision is negative for booksellers, and they started looking for new networks to sell their products. However, online sales of print subscriptions are booming. At the same time, sales of digital editions are not as large as it was expected (Brazilian, 2013). Therefore, Barnes & Noble is a good subject for research due to all those changes.
References
