

Neowave's E-commerce Success Series # 1

Amazon.com – The Mighty King of E-commerce



- A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well.
- If you do build a great experience, customers tell each other about that. **Word of mouth (WOM) is very powerful.**
- There are two kinds of companies, those that work to try to charge more and those that work to charge less. We will be the second.
- We see customers as invited guests to a party and we are the hosts. It's our job everyday to make every important aspect of the customer's experience a little better.
- What we want to do is something completely new. There is no physical analog for what Amazon.com is becoming.

More reading at <http://www.evancarmichael.com/Famous-Entrepreneurs/959/King-of-the-Online-Jungle-The-Early-Years-of-Jeff-Bezos.html>

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