

Prime Big Deal Days



Prime Big Deals Amazon Latest

Wolfgang Guggemos

A red circular graphic with a gradient, appearing as a partial circle or a thick arc, located to the right of the author's name.

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Buy Now Emily West, 2022-02-22 How Amazon combined branding and relationship marketing with massive distribution infrastructure to become the ultimate service brand in the digital economy Amazon is ubiquitous in our daily lives we stream movies and television on Amazon Prime Video converse with Alexa receive messages on our smartphone about the progress of our latest orders In Buy Now Emily West examines Amazon's consumer-facing services to investigate how Amazon as a brand grew so quickly and inserted itself into so many aspects of our lives even as it faded into the background becoming a sort of infrastructure that can be taken for granted Amazon promotes the comfort and care of its customers but not its workers to become the ultimate service brand in the digital economy West shows how Amazon has cultivated personalized intimate relationships with consumers that normalize its outsized influence on our selves and our communities She describes the brand's focus on speedy and seamless ecommerce delivery represented in the materiality of the branded brown box the positioning of its book retailing media streaming and smart speakers as services rather than sales and the brand's image control strategies West considers why pushback against Amazon's ubiquity and market power has come mainly from among Amazon's workers rather than its customers or competitors arguing that Amazon's brand logic fragments consumers as a political bloc West's innovative account the first to examine Amazon from a critical media studies perspective offers a cautionary cultural study of bigness in today's economy

Mastering AI for Strategic Business Success Jonas Debrulle, Loïc Plé, Elliroma Gardiner, 2025-10-14 In the rapidly evolving landscape of modern business artificial intelligence AI has emerged as a transformative force redefining how organizations operate compete and thrive The advent of AI has introduced unprecedented opportunities and challenges compelling business leaders to navigate a complex intersection of technology and strategy This book provides readers with the tools and perspectives necessary to harness the power of AI responsibly ethically and effectively ultimately driving strategic business success It is an indispensable and comprehensive resource for anyone seeking to understand the strategic implications of AI its role in shaping the future of business and how to leverage AI for strategic advantage Key Features Designed with alternating strategy and technology focused chapters that are tightly interwoven the text provides A clear integrated framework that links AI technologies directly to core strategic business decisions and operational actions Cutting edge case studies and examples illustrating how organizations across sectors are deploying AI to gain a competitive edge Companies discussed include amongst others Netflix Amazon Spotify Ocado the Adecco Group 9altitudes NatWest Group and AlterEos Pedagogical tools such as learning objectives real world examples and applications of AI and in depth discussions of technical aspects of AI support comprehension critical thinking and classroom discussion Digital support via McGraw Hill's Connect platform offering data driven simulations videos case studies and a wide bank of test questions for enhanced learning and engagement Dr Jonas Debrulle is an Associate Professor at I SEG School of Management in France and the Faculty of Economics and Business at KU Leuven in Belgium Previously he

was Director of Programs at I SEG overseeing undergraduate and postgraduate programs He currently teaches international strategic management technology entrepreneurship and the impact of AI on business development Dr Lo c Pl is a Professor of Strategic Management and Director of Teaching and Learning at IESEG School of Management He has a Ph D in Management Sciences from University Paris Dauphine PSL He created I SEG Center for Educational and Technological Innovation CETI in 2009 promoting the use of technology to benefit teaching and learning Dr Elliroma Gardiner is an Organisational Psychologist and Associate Professor at QUT Business School in Australia With over 18 years of experience teaching and researching across Australia Asia and Europe she has held academic positions at the London School of Economics I SEG School of Management and Griffith University The Technology, Business, and Economics of Streaming Video Eli Noam,2021-01-29 Along with its interrelated companion volume The Content Impact and Regulation of Streaming Video this book covers the next generation of TV streaming online video with details about its present and a broad perspective on the future It reviews the new technical elements that are emerging both in hardware and software their long term trend and the implications It discusses the emerging media cloud of video and infrastructure platforms and the organizational form of such TV *From Networks to Netflix* Derek Johnson,2018-01-03 Even as the television industry experiences significant transformation and disruption in the face of streaming and online delivery the television channel itself persists If anything the television channel landscape has become more complex to navigate as viewers can now choose between broadcast cable streaming and premium services across a host of different platforms and devices From Networks to Netflix provides an authoritative answer to that navigational need helping students instructors and scholars understand these industrial changes through the lens of the channel Through examination of emerging services like Hulu and Amazon Prime Video investigation of YouTube channels and cable outlets like Freeform and Comedy Central and critiques of broadcast giants like ABC and PBS this book offers a concrete tangible means of exploring the foundations of a changing industry

Book Wars John B. Thompson,2021-03-04 This book tells the story of the turbulent decades when the book publishing industry collided with the great technological revolution of our time From the surge of ebooks to the self publishing explosion and the growing popularity of audiobooks Book Wars provides a comprehensive and fine grained account of technological disruption in one of our most important and successful creative industries Like other sectors publishing has been thrown into disarray by the digital revolution The foundation on which this industry had been based for 500 years the packaging and sale of words and images in the form of printed books was called into question by a technological revolution that enabled symbolic content to be stored manipulated and transmitted quickly and cheaply Publishers and retailers found themselves facing a proliferation of new players who were offering new products and services and challenging some of their most deeply held principles and beliefs The old industry was suddenly thrust into the limelight as bitter conflicts erupted between publishers and new entrants including powerful new tech giants who saw the world in very different ways The book wars had

begun While ebooks were at the heart of many of these conflicts Thompson argues that the most fundamental consequences lie elsewhere The print on paper book has proven to be a remarkably resilient cultural form but the digital revolution has transformed the industry in other ways spawning new players which now wield unprecedented power and giving rise to an array of new publishing forms Most important of all it has transformed the broader information and communication environment creating new challenges and new opportunities for publishers as they seek to redefine their role in the digital age This unrivalled account of the book publishing industry as it faces its greatest challenge since Gutenberg will be essential reading for anyone interested in books and their future *Chain Store Age* ,2009 **The Deal** ,2005-07-11 **Business Week** ,2010 **Outlook** Alfred Emanuel Smith,Francis Walton,1888 **The Economist** ,2005 **Electronics Buying Guide** ,2008 *The Wall Street Journal* ,2008 Timber and Wood-working Machinery ,1890 *Business Intelligence* Efraim Turban,2008 For a course in Business Intelligence or as a supplement for Introduction to MIS Business Strategy or MBA Technology Management As Business Intelligence BI evolves from an executive support tool to the primary system implemented in almost all medium and large companies this is the only book that gives students the BI foundation needed to excel as a manager and decision maker in today s new world The New York Lumber Trade Journal ,1891 PC Magazine ,2008 **Harper's New Monthly Magazine** ,1877 *Harper's New Monthly Magazine* Henry Mills Alden,1877 Harper s informs a diverse body of readers of cultural business political literary and scientific affairs **Chemist and Druggist** ,1887 *Vanity Fair* ,2005

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