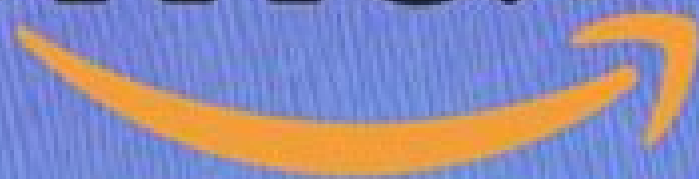


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DEALS

Advanced Amazon Deals

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Goldfarb**

Advanced Amazon Deals:

Amazon's Marketing Strategies. Execution Of Its Marketing Programmes Online Newman Enyioko, 2021-07-22
Research Paper postgraduate from the year 2021 in the subject Business economics Offline Marketing and Online Marketing
course Marketing language English abstract This paper examined the marketing strategies used by Amazon to execute its marketing programmes online Amazon was established in Seattle Washington USA by Jeffrey Bezos in 1995 Amazon is presently the world driving website deals for online merchandising Amazon currently offers items in excess of 40 diverse item classifications Assuredly Amazon website is seen to be the world s most client driven organization that has all the trapping of effective and efficient marketing strategies The amazon com site was hosted on July sixteenth 1995 From the earliest starting point in 1994 Jeffrey Bezos the founder of amazon com was roused by the plan to reform the book business by making an online store for books with the best possible client care At first been giggled at Jeffrey Bezos clung to the thought and set up the world most well known web book shop One significant root for overcoming the adversity of amazon com is surely the inclusion of Jeffrey Bezos in the specialized establishment of amazon com since the client experience of an online entryway is essentially characterized by its specialized marketing From the starting point Bezos and his originator associates where driven by the inquiry What if The inquiry that thus replied prompts the best approach to carry out an easy to use gateway as amazon com Today Amazon is the worldwide pioneer in online business and discards global destinations and overall organization of satisfaction and client assistance focuses Amazon com offers everything from books and gadgets to tennis rackets and precious stone adornments and works locales in the United Kingdom Germany France Japan Canada and China and keeps up more than 25 satisfaction bases on the world About Amazon This paper examines the marketing strategies adopted by Amazon in the course of doing business online

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