



# Global Corporate Strategy - A Critical Analysis and Evaluation of Amazon.com

By Miriam Mennen

GRIN Verlag. Paperback. Book Condition: New. Paperback. 64 pages. Dimensions: 8.2in. x 5.6in. x 0.2in. Essay from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 65 - B, University of Sunderland (Faculty of Business and Law), course: Global Corporate Strategy, language: English, abstract: In the following, the Amazon. com case study will be critically analysed and evaluated. High emphasis will be put on the companys global business policies and strategies from its foundation in 1995 till now by examining the internal and the external environment. The online retailer followed a long-term strategy in order to fulfil its vision and values, incorporating global growth, diversification in product categories and building up the worlds most customer-centric company. Furthermore, Amzon. coms strategic decision-making and problem solving processes will be carefully analysed and how it responds and copes with changes and difficulties arising from the business environment. This report outlines in the last step the future tendency and the future direction of the organisation by highlighting the strategic thinking behind a long-term approach. Concluding, recommendations will be given which focus on revising their strategy and applying scenario planning. This item ships from multiple locations. Your...

**DOWNLOAD**



 **READ ONLINE**  
[ 5.56 MB ]

## Reviews

*The ebook is straightforward in go through preferable to recognize. It typically does not charge too much. Its been designed in an exceptionally straightforward way and it is just following i finished reading this book where basically altered me, affect the way i really believe.*

-- **Dr. Reta Murphy**

*It becomes an amazing pdf which i actually have at any time read through. This can be for all those who statte there had not been a worthy of reading through. You wont sense monotony at anytime of your own time (that's what catalogues are for relating to should you check with me).*

-- **Claud Kris**

## You May Also Like

---



### **Too Old for Motor Racing: A Short Story in Case I Didn't Live Long Enough to Finish Writing a Longer One**

Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide it is too late; we have missed...

---



### **Magnificat in D Major, Bwv 243 Study Score Latin Edition**

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 70 pages. Dimensions: 9.8in. x 7.2in. x 0.3in.Bach composed the first version of this piece in 1723 using the key of E-flat major for the Christmas Vespers in Leipzig which contained several Christmas texts....

---



### **Molly on the Shore, BFMS 1 Study score**

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 26 pages. Dimensions: 9.7in. x 6.9in. x 0.3in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...

---



### **Shepherds Hey, Bfms 16: Study Score**

Petrucci Library Press. Paperback. Book Condition: New. Paperback. 22 pages. Dimensions: 9.4in. x 7.1in. x 0.0in.Percy Grainger, like his contemporary Bela Bartok, was intensely interested in folk music and became a member of the English Folk-Song Society soon after his arrival in...

---



### **Scala in Depth**

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in.Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By presenting the emerging best practices and designs...

---



### **The Day I Forgot to Pray**

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in.Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she makes her first school-aged friend, Elizabeth, and...