

amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. A yellow curved arrow is positioned below the text, starting under the letter 'a' and ending under the letter 'n', pointing to the right.

Amazon Market Cap 2006-2018 | AMZN

Prices Financial Statements Revenue & Income Assets & Liabilities Profit Margins Price Ratios Operational Ratios Dividends

Historical Prices Stock Splits Market Cap

Interactive chart of historical market capitalization for Amazon (AMZN) over the last 10 years. The current market cap for Amazon as of August 20, 2018 is **\$918.04B**.

Search for ticker or company name...

From: 03/31/2005 To: 08/27/2018

Zoom: 3M 6M 1Y 2Y 3Y 5Y All



Apple Market Cap 2006-2018 | AAPL

Prices Financial Statements Revenue & Income Assets & Liabilities Profit Margins Price Ratios Operational Ratios Dividends

Historical Prices Stock Splits Market Cap

Interactive chart of historical market capitalization for Apple (AAPL) over the last 10 years. The current market cap for Apple as of August 20, 2018 is **\$1000B**.

Search for ticker or company name...

From: 03/31/2005 To: 08/27/2018

Zoom: 3M 6M 1Y 2Y 3Y 5Y All



Amazon Market Cap 2006-2018 | AMZN

Prices Financial Statements Revenue & Income Assets & Liabilities Profit Margins Price Ratios Operational Ratios Dividends

Historical Prices Stock Splits Market Cap

Interactive chart of historical market capitalization for Amazon (AMZN) over the last 10 years. The current market cap for Amazon as of August 20, 2018 is **\$918.04B**.

Search for ticker or company name...

From: 01/01/2018 To: 08/21/2018

Zoom: 3M 6M 1Y 2Y 3Y 5Y All



Apple Market Cap 2006-2018 | AAPL

Prices Financial Statements Revenue & Income Assets & Liabilities Profit Margins Price Ratios Operational Ratios Dividends

Historical Prices Stock Splits Market Cap

Interactive chart of historical market capitalization for Apple (AAPL) over the last 10 years. The current market cap for Apple as of August 20, 2018 is **\$1000B**.

Search for ticker or company name...

From: 01/01/2018 To: 08/21/2018

Zoom: 3M 6M 1Y 2Y 3Y 5Y All



Analysts now project Amazon to top \$1 trillion in market cap, ahead of Apple

Published: July 27, 2018 8:27 a.m. ET



By JONATHAN BERR / MONEYWATCH / July 25, 2018, 5:00 AM

Amazon poised to surpass Apple as most valuable public company

[f Share](#) / [t Tweet](#) / [r Reddit](#) / [F Flipboard](#) / [@ Email](#)

TECH

[CYBERSECURITY](#) | [ENTERPRISE](#) | [INTERNET](#) | [MEDIA](#) | [MOBILE](#) | [SOCIAL MEDIA](#) | [VENTURE CAPITAL](#) | [TECH GUIDE](#)

Apple hangs onto its historic \$1 trillion market cap

- The stock gained 2.92 percent during trading to close at \$207.39.
- It first reached the trillion-dollar milestone just before noon ET.
- Amazon had also been fast approaching the threshold.

Sara Salinas | @saracsalinas

Published 11:48 AM ET Thu, 2 Aug 2018 | Updated 4:11 PM ET Thu, 2 Aug 2018



Amazon CEO @JeffBezos:

1998: "I sell books."

2017: "I sell whatever I want."



PE_1: If everything you do needs to work on a three-year time horizon, then you're competing against a lot of people. But if you're willing to invest on a seven-year time horizon, you're now competing against a fraction of those people, because very few companies are willing to do that. Just by lengthening the time horizon, you can engage in endeavors that you could never otherwise pursue. – Jeff Bezos

Once a product gains traction, Amazon negotiates the lowest prices from suppliers given the immense scale that comes from having relationships with hundreds of millions of customers, leading to even cheaper products. This benefits customers and commodities suppliers.

PE_1: *If everything you do needs to work on a three-year time horizon, then you're competing against a lot of people. But if you're willing to invest on a seven-year time horizon, you're now competing against a fraction of those people, because very few companies are willing to do that. Just by lengthening the time horizon, you can engage in endeavors that you could never otherwise pursue. – Jeff Bezos*

Once a product gains traction, Amazon negotiates the lowest prices from suppliers given the immense scale that comes from having relationships with hundreds of millions of customers, leading to even cheaper products. This benefits customers and commodities suppliers.

Leveraging Amazon's unprecedented scale to invest on a long-term horizon, where other firms are able to compete, is likely to generate:

When poll is active, respond at [PollEv.com/jacobhochard980](https://poll-ev.com/jacobhochard980) or Text **JACOBHOCHARD980** to **37607** once

- An externality
- Specialization
- A market
- Market power
- Scarcity
- Incentives
- Inflation

Visual settings / Activate / Show results / Lock / Clear results / Fullscreen / Next / Previous

PE2: “In real time they know what’s hot and what’s not. They can then quickly find the ‘white spaces’ — styles, price points not being served.”

PE2: “In real time they know what’s hot and what’s not. They can then quickly find the ‘white spaces’ — styles, price points not being served.”

These "white spaces" might also be referred to as:

Visual settings 

When poll is active, respond at **PollEv.com/jacobhochard980**  Text **JACOBHOCHARD980** to **37607** once 

Activate 

Show results 

Lock 

Clear results 

Fullscreen 

Next 

Previous 

Total Results: 0

Externalities

Markets

Marker Power

The Invisible Hand

PE3: “The culmination of these efforts will be called Global Supply Chain by Amazon. From a [Bloomberg report](#) this year: “The new business will locate Amazon at the centre of a logistics industry that involves not just shippers like FedEx and UPS, but also legions of middlemen who handle cargo and paperwork associated with transnational trade. Amazon wants to bypass these brokers, amassing inventory from thousands of merchants around the world and then buying space on trucks, planes and ships at reduced rates.”

PE3: “Amazon’s moves to democratise physical goods businesses in sectors such as fashion will lead to the inception of more multi-million-dollar companies. This outcome is economically better for both consumers and creators, as success will no longer be restricted to companies who have the capital and expertise to master supply chain and logistics. Instead, strong, design-driven brands might thrive. This could be the best thing to ever happen to the fashion industry.”

PE3: “The culmination of these efforts will be called Global Supply Chain by Amazon. From a [Bloomberg report](#) this year: “The new business will locate Amazon at the centre of a logistics industry that involves not just shippers like FedEx and UPS, but also legions of middlemen who handle cargo and paperwork associated with transnational trade. Amazon wants to bypass these brokers, amassing inventory from thousands of merchants around the world and then buying space on trucks, planes and ships at reduced rates.”

PE3: “Amazon’s moves to democratise physical goods businesses in sectors such as fashion will lead to the inception of more multi-million-dollar companies. This outcome is economically better for both consumers and creators, as success will no longer be restricted to companies who have the capital and expertise to master supply chain and logistics. Instead, strong, design-driven brands might thrive. This could be the best thing to ever happen to the fashion industry.”

PE3: The strength of Amazon as a supply chain powerhouse and its partnership with smaller fashion-oriented businesses is an example of...

When poll is active, respond at PollEv.com/jacobhochard980
Text **JACOBHOCHARD980** to **37607** once to join

- Market power
- Markets
- Externality
- Specialization
- The Invisible Hand
- Tradeoffs

Visual settings 

Activate 

Show results 

Lock 

Clear results 

Fullscreen 

Next 

Previous 

PEshow: “The rise of showrooming is an under-appreciated example of Amazon's grasp of this theory. Showrooming is when a customer visits a physical store to evaluate a product but buys it online because it's cheaper and more convenient. Showrooming has devastated the consumer technology market, where stores like Best Buy and Circuit City struggled to match Amazon on price and convenience.”

PEshow: “The rise of showrooming is an under-appreciated example of Amazon's grasp of this theory. Showrooming is when a customer visits a physical store to evaluate a product but buys it online because it’s cheaper and more convenient. Showrooming has devastated the consumer technology market, where stores like Best Buy and Circuit City struggled to match Amazon on price and convenience.”

PEshow: "Showrooming" is an example of a(n)...

 When poll is active, respond at **PollEv.com/jacobhochard980**
 Text **JACOBHOCHARD980** to **37607** once to join

Externality
Market
Market power
Specialization
Gains from trade
Tradeoff

Market power

Big, bad Amazon

The online retailer may be behaving badly, but it's not clearly abusing its market power

Free exchange >

Oct 20th 2014 | by R.A. | LONDON



TECHNOLOGY

When Does Amazon Become a Monopoly?

The behemoth's acquisition of Whole Foods is making some wonder whether the firm is just too big.

ROBINSON MEYER JUN 16, 2017

Amazon's unparalleled power over markets

When the US internet retailer sneezes, entire industries catch cold



To waive away competition and price concerns on the grounds that one day a new competitor will unseat Amazon seems naive © Bloomberg

JUNE 29, 2018

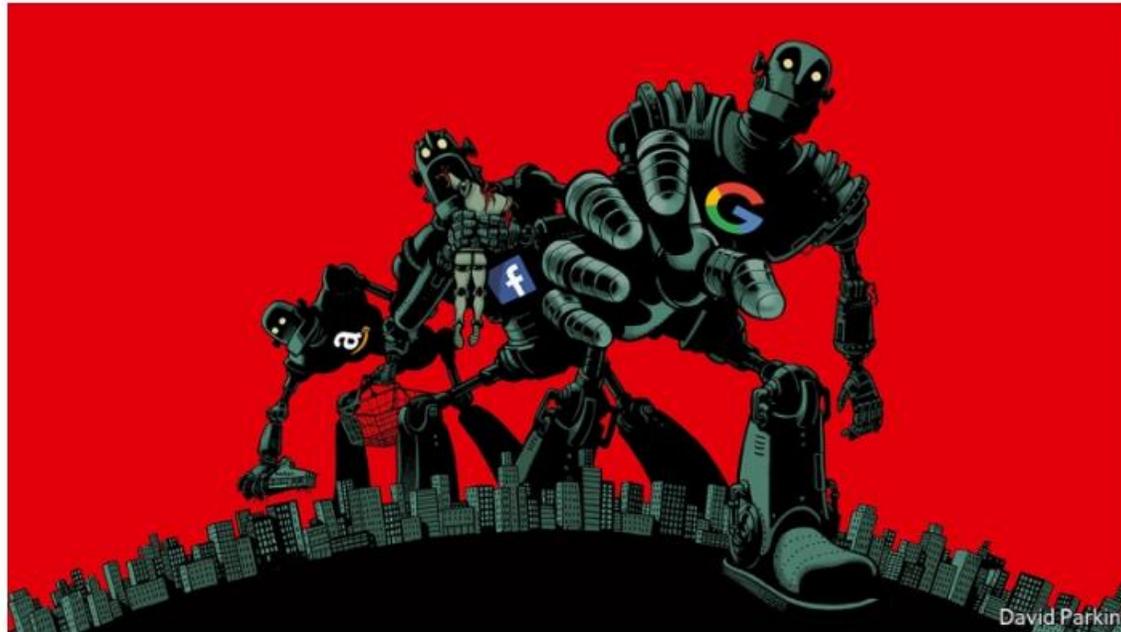


By spending \$1bn, [Amazon](#) made \$14bn disappear. The money that went missing was not Amazon's, though. That sum was the loss in market value at the biggest players in US drug distribution and retailing, after Amazon [announced](#) on Thursday that it would spend that billion to buy online pharmacist PillPack. Shares in those six companies (Walgreens, Boots Alliance, CVS Health, [Express Scripts](#), [Cardinal Health](#), [McKesson](#), and [AmerisourceBergen](#)) had been [depressed](#) last year by the very suggestion that Amazon was coming into their territory. Proof positive trimmed their values by as much as 10 per cent.

Competition in the digital age

How to tame the tech titans

The dominance of Google, Facebook and Amazon is bad for consumers and competition



David Parkins

Print edition | Leaders >

Jan 18th 2018



Read for class on
Monday August 27th