

## Amazon.com, it's Something New

Innovation, it's what we eat. Innovation, it's what we wear. Innovation, it's what we live. To celebrate 60 years of the World Affairs Council, I have been given this task: "Identify a Puget Sound-based innovation from the past 60 years that affected the world." I searched many different innovations that are Puget Sound-based like Starbucks, the Boeing 747, and the Kindle, and found that Amazon.com has many interesting qualities and impacts on the world. One of these qualities is the company's history.

Amazon started as a small company selling only books. [1] Amazon.com was founded and is still being run by a man named Jeff Bezos in 1994. [1] Its headquarters are in Seattle, WA. [1] The company officially went online in 1995. [1] As I said, the business started selling books on their website, but shortly after two years, [6] they diversified their products to just about everything. Now they sell anything from electronics to furniture and from tools to sporting goods. [2] If you want it, they might just sell it. Through increasing product variety, they brought in the money, increased their financial success, and they became more popular for shopping. Amazon.com, Inc has been running mostly profitably for sixteen years.

Amazon's latest and most successful product is the Kindle. They made an estimated income of \$1,184,700,000. [5] The Kindle is basically an electronic library. To buy the electronic books you need Internet access.

The internet is used around the world. Including websites like Amazon.com or other websites depending on what country you're in. The company set up different websites for Canada, the United Kingdom, Germany, France, Italy, Japan, and China. [1] Amazon also provides international shipping to certain countries for some of its products. [1] Amazon.com, Inc. is described as a "U.S.-

based multinational electronic commerce company, and is the largest online retailer in the United States, with nearly three times the internet sales revenue as the runner up, Staples, Inc.” [1] I think half the reason Amazon is described this way is because it’s easy.

Amazon.com is convenient. I have an account on Amazon, and I can personally tell you that Amazon.com is probably the most organized and reliable online retailer you will ever find on the Internet. [4] Every item I ordered, I received not a day early, and not a day late. Another thing I’ve seen is that people are happy with Amazon. How else would they be so successful? The company doesn’t cheat you or tell you how good they are. I would have to say over all, Amazon impacted the world with its websites in the countries mentioned before. It impacted parts of those countries that don’t have as many stores and they rely on Amazon.com for their items. Other reasons in general are: the company provides three step check-outs, excellent service, and multiple payment methods like gift cards, credit cards, and PayPal cards. [3]

Amazon sounds great. But if you don’t believe me, check it out for yourself. There are so many great Puget Sound-based innovations out there, but I chose this one because I have experience with it. I feel that it isn’t the writers you should thank, but the innovations. They deserve it after helping our world.

Remember, innovation, It’s what we live.

## Bibliography

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