

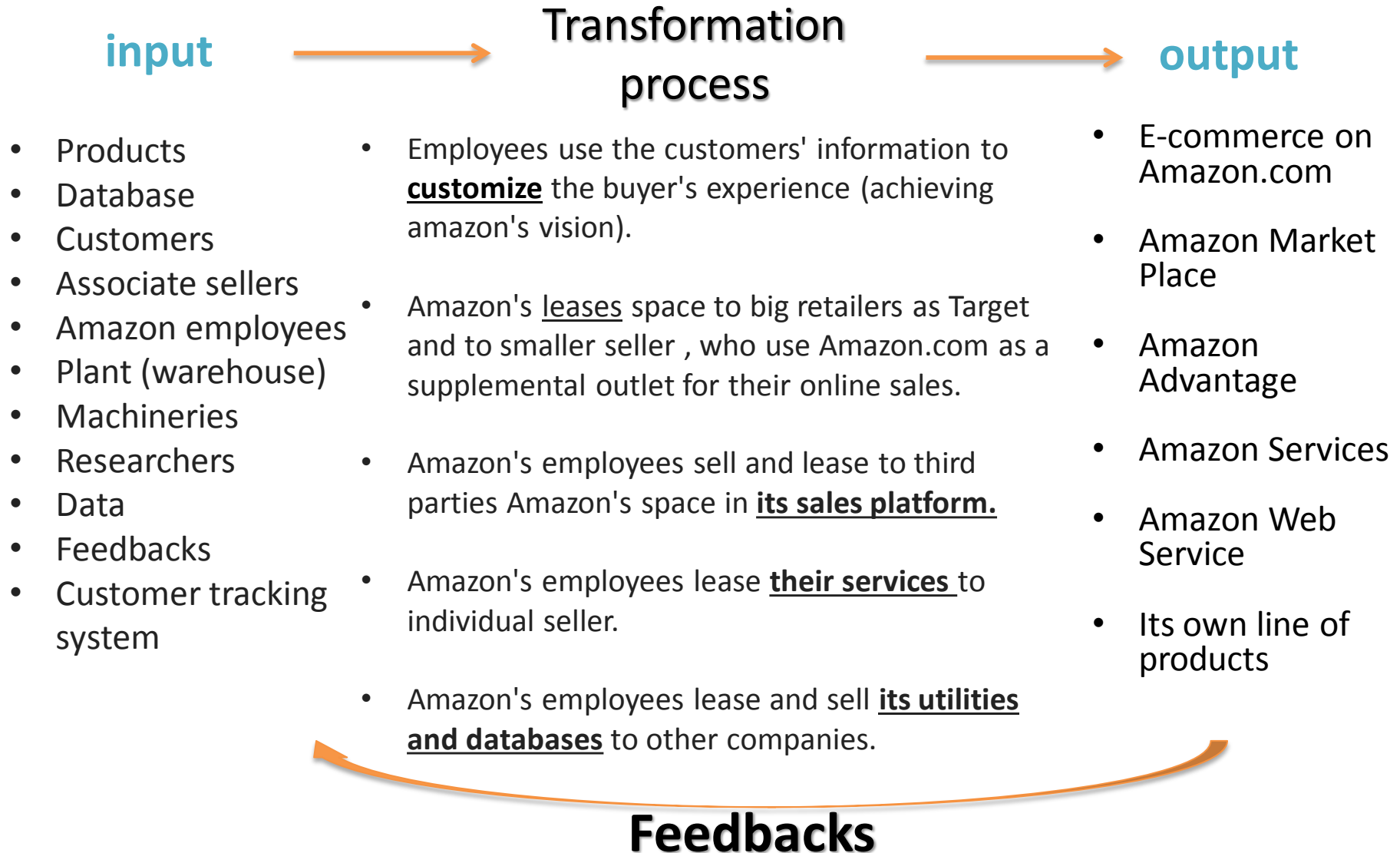
amazon.com[®]

The Amazon logo, which is a thick orange curved arrow pointing from the letter 'a' to the letter 'm'.

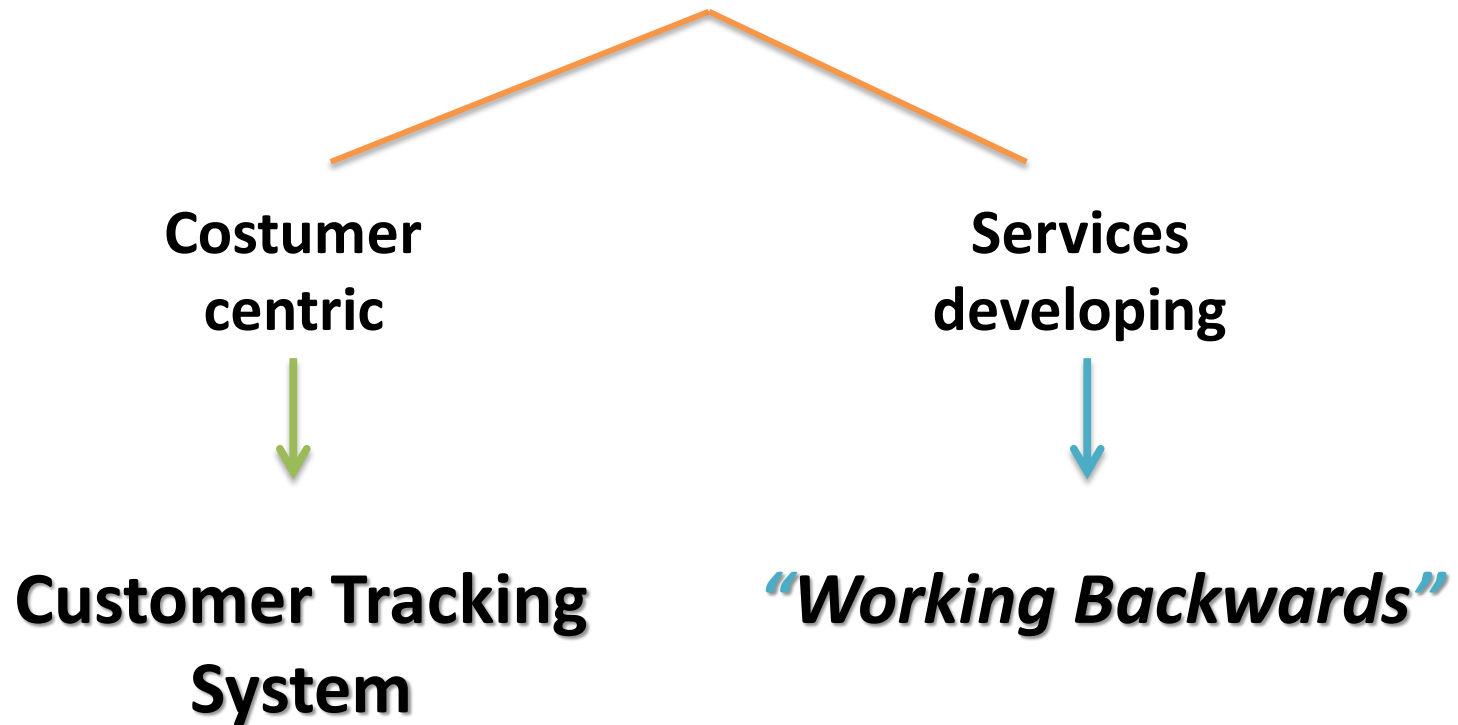
Vision Statement

**To be Earth's most *customer centric* company
where people can find and discover anything
they want to buy online.**

Input-transformation-output process



Amazon's core values



Amazon's Feedbacks



Feedbacks from customers

Feedbacks from employees

Amazon's Feedbacks

Feedbacks from customers



Emails

Products'
review

Support
emails

Amazon's Feedbacks

Amazon Connection

It is a system of **internal feedbacks**. It work in both corporate offices and operational warehouses. Its main objective is to improve employee engagement.

Theoretical points



- Key concepts in business success:
 - Competitive success
 - Competitive advantage
 - Excellence
- Liabilities of newness (Stinchcombe, 1967)
- Amazon connections: importance of bottom-up influence.
- “Working backwards”: improvement of Toyotism



***“Work Hard
Have Fun
Make History”***

Beatrice Aiello

Giammarco Morganti

Michele De Matteo