

# The Convergence of Media, Marketing & Commerce:

Some Random Thoughts  
And Perhaps A Couple of Small Insights

April 2016

zanemoi@amazon.com



Consumer Business

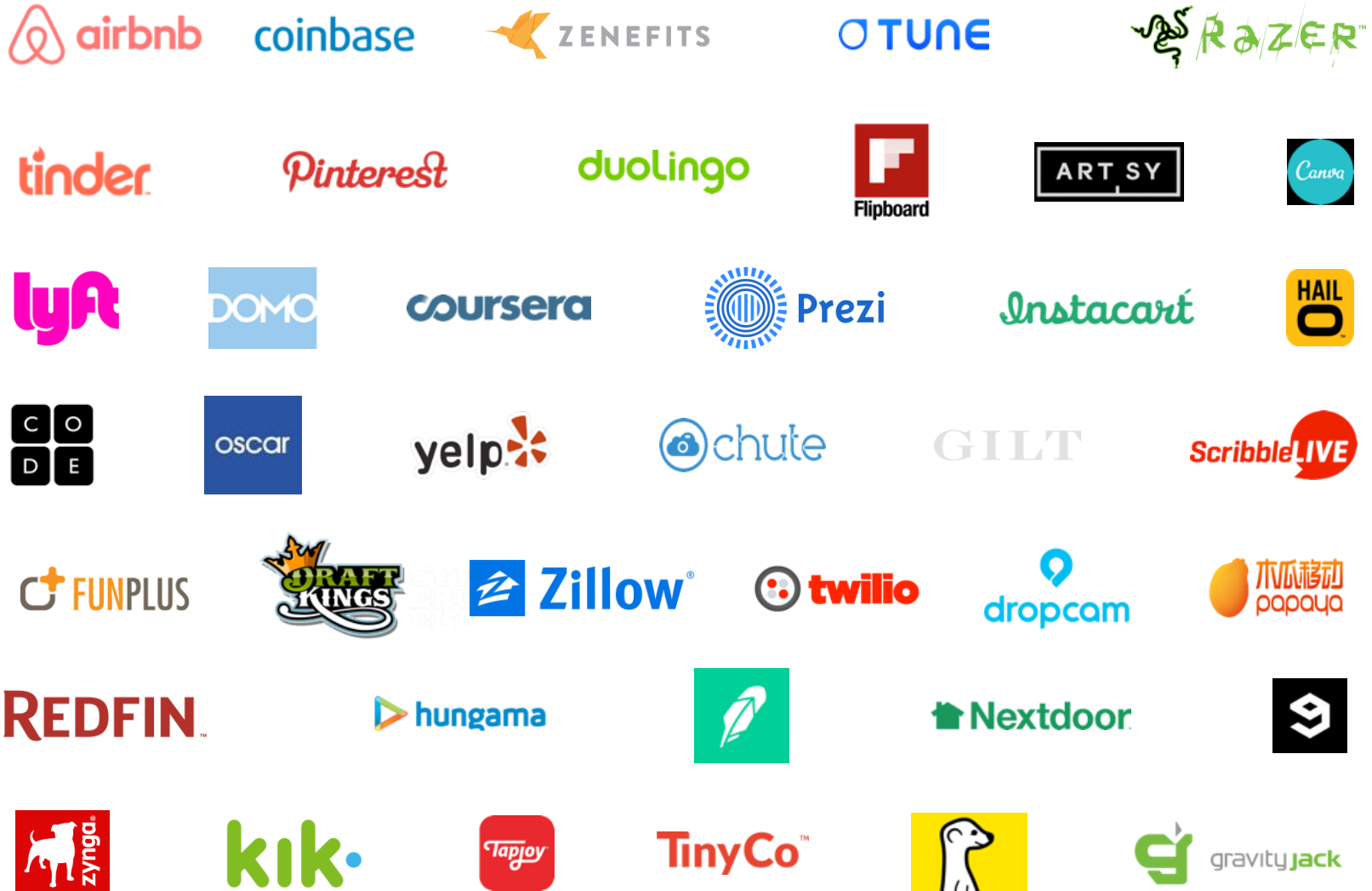
Seller  
Business

IT Infrastructure  
Business

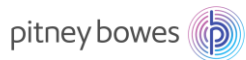
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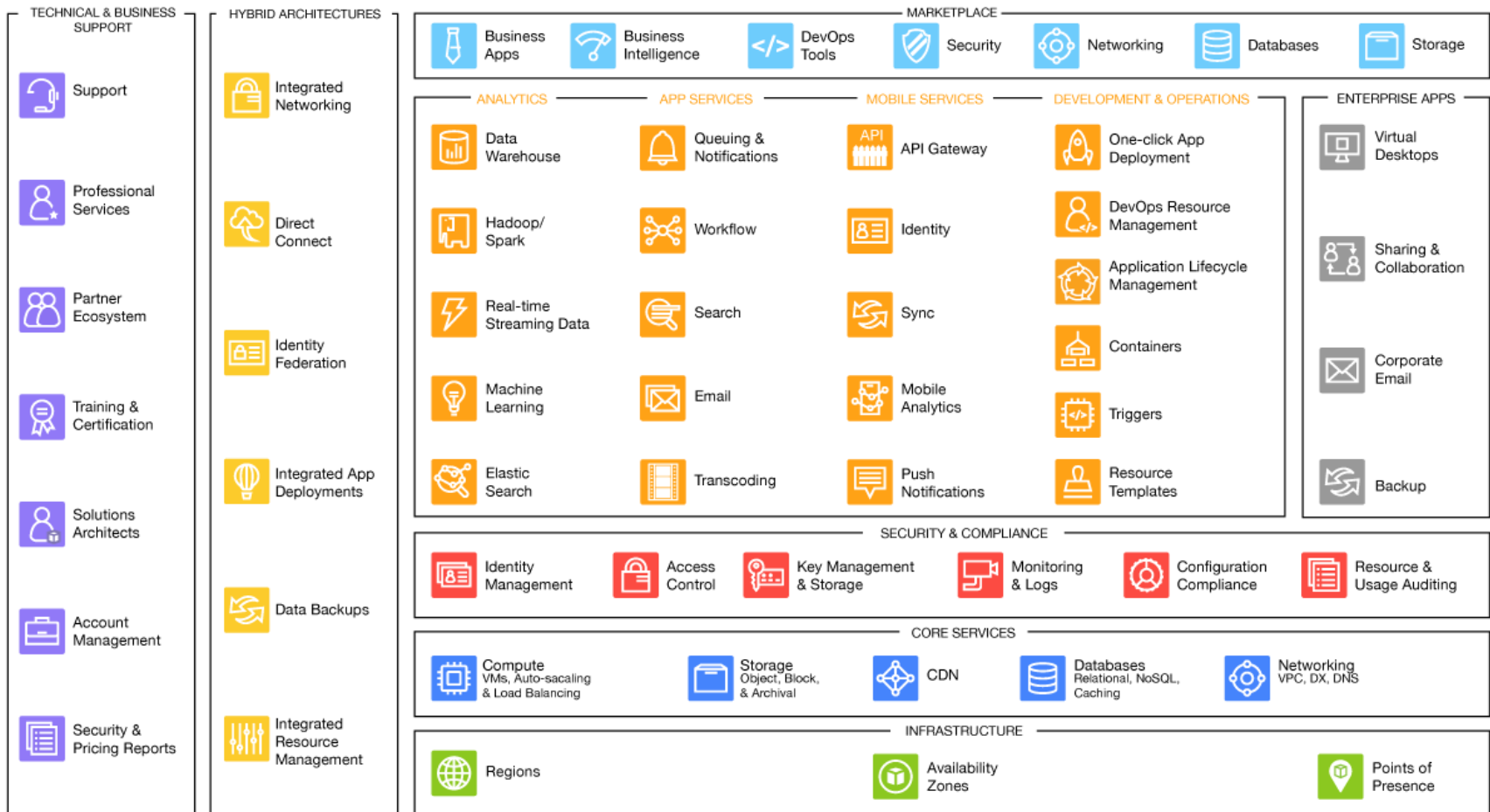
# Including Some of the World's Greatest Startups



# And the World's Best Enterprises




# By Offering A Wide Selection of Cloud Based Services




# The **Cost, Effort and Risk** to Innovate Has Never Been Lower


It's Easy for **Anyone** to  
Start an Ecommerce Business






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fire

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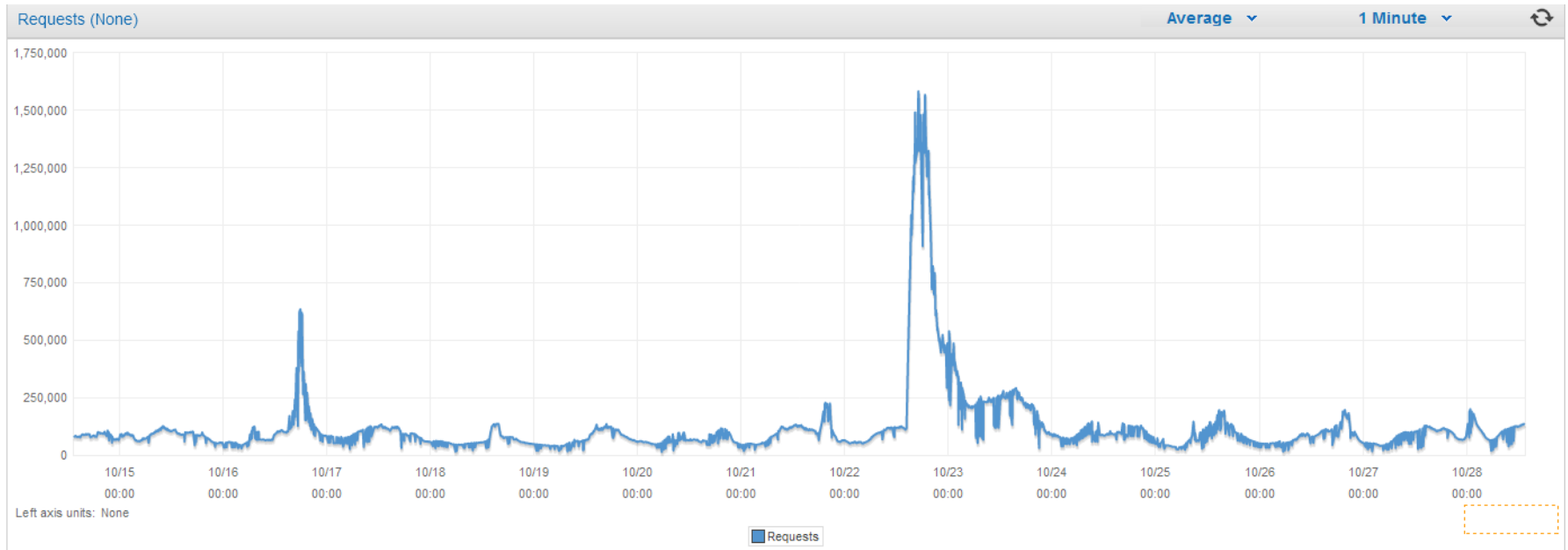
\$84.00

List: ~~\$168.00~~ (50% off)




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# AWS Makes It Easier to Run Your Business







The Future of Commerce Is About Convergence

It's Easy for **Anyone** to  
Start an Ecommerce Business



This Leads Eventually to  
**Omni Channel Offerings**


O2O < > O2O



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# From This...



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## Customer Review

41 of 44 people found the following review helpful

★★★★★ **Absolute must-read**, July 27, 2006

By [Julie Green](#)

This review is from: **The Sunne in Splendour (Paperback)**

Just got through my second reading of this nearly perfect novel about four days ago, and I still can't get my mind off of it, just like last time (where I was driven to stay up until nearly 5am on a worknight to finish it....seems to be a very similar experience with many of the reviewers!)

It is one of the very few books (and I've read a lot!) where I was so completely engrossed in the character's lives that I did tons of research afterwards. It is also the only book that has ever made me weep. I keep going back to the last two pages of that fateful chapter in which Richard was killed and it wrenches my heart every time - that mere words on a page could affect me this much simply astounds me and thrills me at the same time.

I knew absolutely nothing about Richard before I read it, and it was Sharon's notes in the back of the book describing her research and her personal thoughts that convinced me of Richard's innocence...not that anyone will ever truly know, but her writing makes the whole situation so incredibly plausible I just can't see it any other way. Whereas I don't imagine that Richard was a veritable saint, I do see him as having been fully human and therefore capable of mistakes, as well as inherently good-natured and honorable, loyal and fiercely loving to those who stood with him, and completely and horribly maligned by those in history who stood to benefit from his fall from grace.

It also inspired in me a ravenous interest in medieval history, and I hope to make the trip across the pond one day to do nothing but visit every single location I can that still exists from the book, including those from Sharon's other books. I want to do nothing but wander among the ruins, take piles of pictures, think and reflect, and just imagine the characters from the book wandering alongside with me.

This is Sharon's best book, probably in the top three of all books I have ever read, and I will never, ever willingly get rid of my copy. I am seriously considering starting it over again right away, but I am not sure I can afford the emotional energy it will take for another reading just yet.

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### Review Details

**Item**

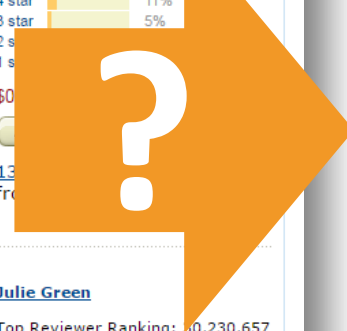


**The Sunne in Splendour**  
★★★★★ (424 customer reviews)  
5 star 83%  
4 star 11%  
3 star 5%  
2 star  
1 star

**Reviewer**



**Julie Green**  
Top Reviewer Ranking: 10,230,657  
[See all 3 reviews](#)







Amazon Customer Review - 38 people found this review helpful

"It is one of the very few books (and I've read a lot!) where I was so completely engrossed in the character's lives that I did tons of research afterwards. ... It also inspired in me a ravenous interest in medieval history..."

- Julie Green

The Sunne In Splendour: A Novel of Richard III

by Sharon Kay Penman

4.8 stars - 396 reviews

★★★★★

as of 10/11/2015

What's  
Missing?

...To This





# How To Deal with **Real-Time Pricing Changes?**



This is by TW Company  
M2comm

Cloud-based ERP integration  
Real-Time Data Push  
Custom low-power RF  
Low Battery Consumption e-Ink displays

Easy for **Anyone** to  
Start an Ecommerce Business



This Leads Eventually to  
**Omni Channel Offerings**  
O2O < > O2O



Which Requires More  
**Marketing & Media**  
**(Investment)**



Marketing is  
Changing Again



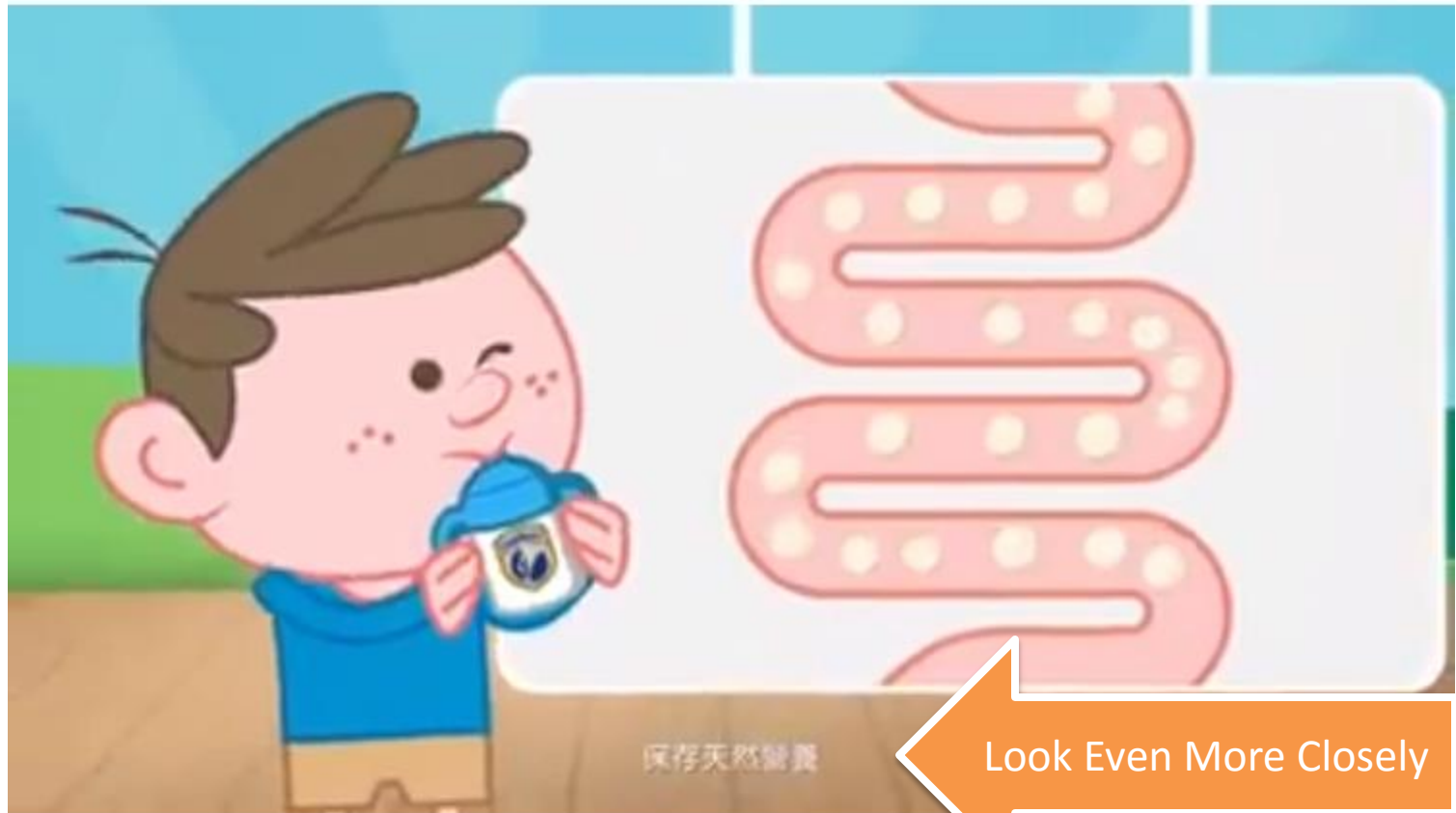


But It's **Not Just about Apps**  
Anymore Today

500M Viewers Per Day  
**100M Video Hours Per Day**  
Where?







   319

9 Comments 68 Shares 168K Views

  
News Feed

  
Requests

  
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 5  
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More

**Why?**  
Sorry I Can't Hear You

# So You, the Ecommerce Company Becomes a Media Company



A Silent Film Company ☺

Which Is Driving  
**Media Themselves**  
to Develop  
Ecommerce  
Businesses

Easy for **Anyone** to  
Start an Ecommerce Business

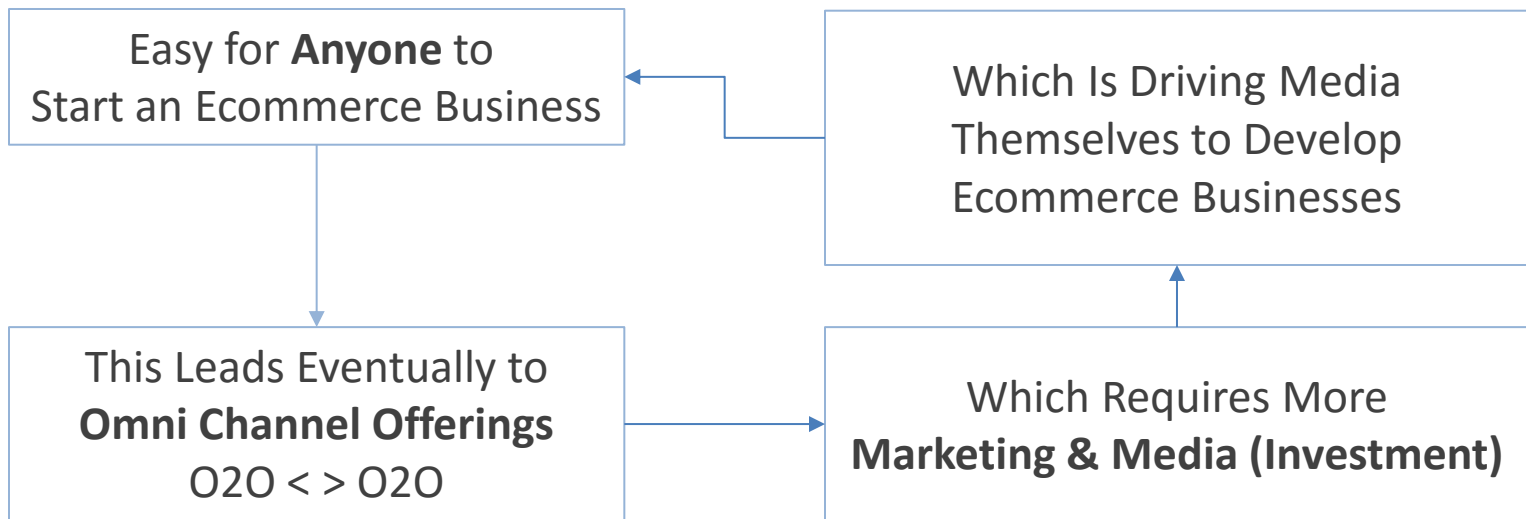
This Leads Eventually to  
**Omni Channel Offerings**  
O2O < > O2O

Which Requires More  
**Marketing & Media (Investment)**



Media Companies Have Deep Demographic Information  
Which They Believe Will Make It Easier to Target Customers





**Scary?**  
Maybe/Maybe Not  
But We Can Help



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and



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