Ashwini Chauhan
QnQ Example

Article:

Quote: “It sells everything from computing space to peanut butter to appointments with plumbers. But the thing it has always sold the most — to investors, customers, the media — is excitement.”

Note: Amazon, second to apple has crossed the one trillion threshold of company value (Paragraph 2). It’s an interesting analysis of how the company has sustained its growth and its users. By using such a subjective term - “excitement” to describe a company and equating it’s success to it is cool to hear. It gives a good summary of how as humans, we tend to gravitate towards new and exciting things which is why I think Amazon has succeeded in all of it’s new technologies and ways of life such as the groceries, reading on tablets and at home help(Alexa). This article provided good insight to the success of the company.

Question: How will Amazon expand next to introduce more excitement considering the many different areas they have already covered?