

FIGURE LIST

- 0.1** Amazon logo since 2000. 20
- 1.1** Walmart’s productivity loop and Amazon’s flywheel of growth. 35
- 2.1** *Danbo*, photograph by Ravi Shah, 2015. 52
- 2.2** Smartphone push alerts from Amazon for a delivery. 62
- 2.3** Instagram-ready photo of the author taken by the automatic photo booth at the YYZ4 Fulfillment Center in Brampton, Ontario. 68
- 2.4** Author screenshot, February 2021, demonstrating the different shipping options for a Prime member, including “FREE Amazon Day Delivery” and a small digital credit as an incentive for picking “No-Rush” shipping. 77
- 3.1** Author screenshot from Amazon.com (November 28, 2019) shows “trending” electronics with their prices and customer ratings. 92
- 3.2** Author screenshot of Amazon Charts with explanation of Most Sold versus Most Read charts, available for both fiction and nonfiction. 98
- 3.3** A sign in Amazon Books in Dedham, Massachusetts, teaching shoppers how to “Check prices in this store.” A book with the label featuring a review and number of stars, but no price, in Amazon Books on 34th St. in New York City. 103

- 3.4** The spacing of fiction selections by Elena Ferrante at Amazon Books in Dedham, Massachusetts. 104
- 4.1** Screenshot by author from the *Alexa Design Guide*: Be Available. 135
- 5.1** *Amazon Echo at Whole Foods*, photograph by Phillip Pessar, used with permission. 140
- 5.2** Packing tape advertising services bundled with Prime. 143
- 5.3** Main reason for having an Amazon Prime membership. 151
- 5.4** X-Ray view of episode 1, season 2 of *The Marvelous Mrs. Maisel*. 153
- 5.5** Promotional image for *Making the Cut* (2020). 157
- 6.1** *The Spheres*, photograph by Brent Bereska, used with permission. 187
- 7.1** Promotional image for *The Grand Tour*. 202
- 7.2** “Floaty”—Amazon 30-second spot from TBWA Sydney. 203
- 7.3** Author screenshot from the ad for Amazon’s Great Indian Festival, October 10–15, 2018. 204
- 8.1** December 2019 cover of *Wired* magazine featuring labor activist Nimo Omar, cofounder of the Awood Center that helps East African workers organize. 220
- 8.2** “People opposed to Amazon’s plan to locate a headquarters in New York City hold a protest inside of an Amazon book store on 34th. St. on November 26, 2018 in New York City.” 230
- 8.3** Kate Crawford and Vladan Joler, “Anatomy of an AI System,” 2018. 234

This is a section of [doi:10.7551/mitpress/12464.001.0001](https://doi.org/10.7551/mitpress/12464.001.0001)

Buy Now

How Amazon Branded Convenience and Normalized Monopoly

By: Emily West

Citation:

Buy Now: How Amazon Branded Convenience and Normalized Monopoly

By: Emily West

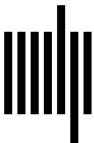
DOI: [10.7551/mitpress/12464.001.0001](https://doi.org/10.7551/mitpress/12464.001.0001)

ISBN (electronic): 9780262368391

Publisher: The MIT Press

Published: 2022

The open access edition of this book was made possible by generous funding and support from MIT Press Direct to Open



The MIT Press

© 2022 Massachusetts Institute of Technology

All rights reserved. No part of this book may be reproduced in any form by any electronic or mechanical means (including photocopying, recording, or information storage and retrieval) without permission in writing from the publisher.

The MIT Press would like to thank the anonymous peer reviewers who provided comments on drafts of this book. The generous work of academic experts is essential for establishing the authority and quality of our publications. We acknowledge with gratitude the contributions of these otherwise uncredited readers.

This book was set in Stone Serif and Avenir by Westchester Publishing Services.

Library of Congress Cataloging-in-Publication Data

Names: West, Emily, author.

Title: Buy now : how Amazon branded convenience and normalized monopoly / Emily West.

Description: Cambridge : The MIT Press, [2022] | Series: Distribution matters | Includes bibliographical references and index.

Identifiers: LCCN 2021014621 | ISBN 9780262543309 (paperback)

Subjects: LCSH: Amazon.com (Firm) | Electronic commerce. | Retail trade.

Classification: LCC HF5548.32 .W466 2022 | DDC 381/.14206573—dc23

LC record available at <https://lcn.loc.gov/2021014621>