



Keeping The Wow Post-Amazon
TheCaseSolutions.com

Today



1999



Tony Hsieh



2008

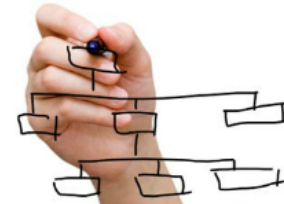


2009
amazon.com +



"Zappos and Amazon sitting in a tree..."
- Tony Hsieh, CEO of Zappos.com, Inc.

2010



TheCaseSolutions.com

TheCaseSolutions.com



1. What elements of an organic organization are apparent from the chapter material on Zappos?



2. How does Zappos business strategy match its organizational structure?



3. Which strategic control and reward system discussed in the chapter would be most appropriate for Zappos?



4. Do you think Zappos's decision to honor every sale, despite its explicit business terms and conditions that would allow it not to do so, was a sound one? Why or why not?





Keeping The Wow Post-Amazon

TheCaseSolutions.com



Keeping The Wow Post-Amazon
TheCaseSolutions.com

Today



1999



Tony Hsieh



2008



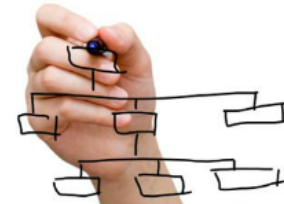
2009

amazon.com



"Zappos and Amazon sitting in a tree..."
- Tony Hsieh, CEO of Zappos.com, Inc.

2010



TheCaseSolutions.com

TheCaseSolutions.com



1. What elements of an organic organization are apparent from the chapter material on Zappos?



2. How does Zappos business strategy match its organizational structure?



3. Which strategic control and reward system discussed in the chapter would be most appropriate for Zappos?



4. Do you think Zappos's decision to honor every sale, despite its explicit business terms and conditions that would allow it not to do so, was a sound one? Why or why not?



TheCaseSolutions.com

WOW!





Zappos
.com
POWERED by SERVICE™

TheCaseSolutions.com



insights : : :



TheCaseSolutions.com

2009

amazon.com®

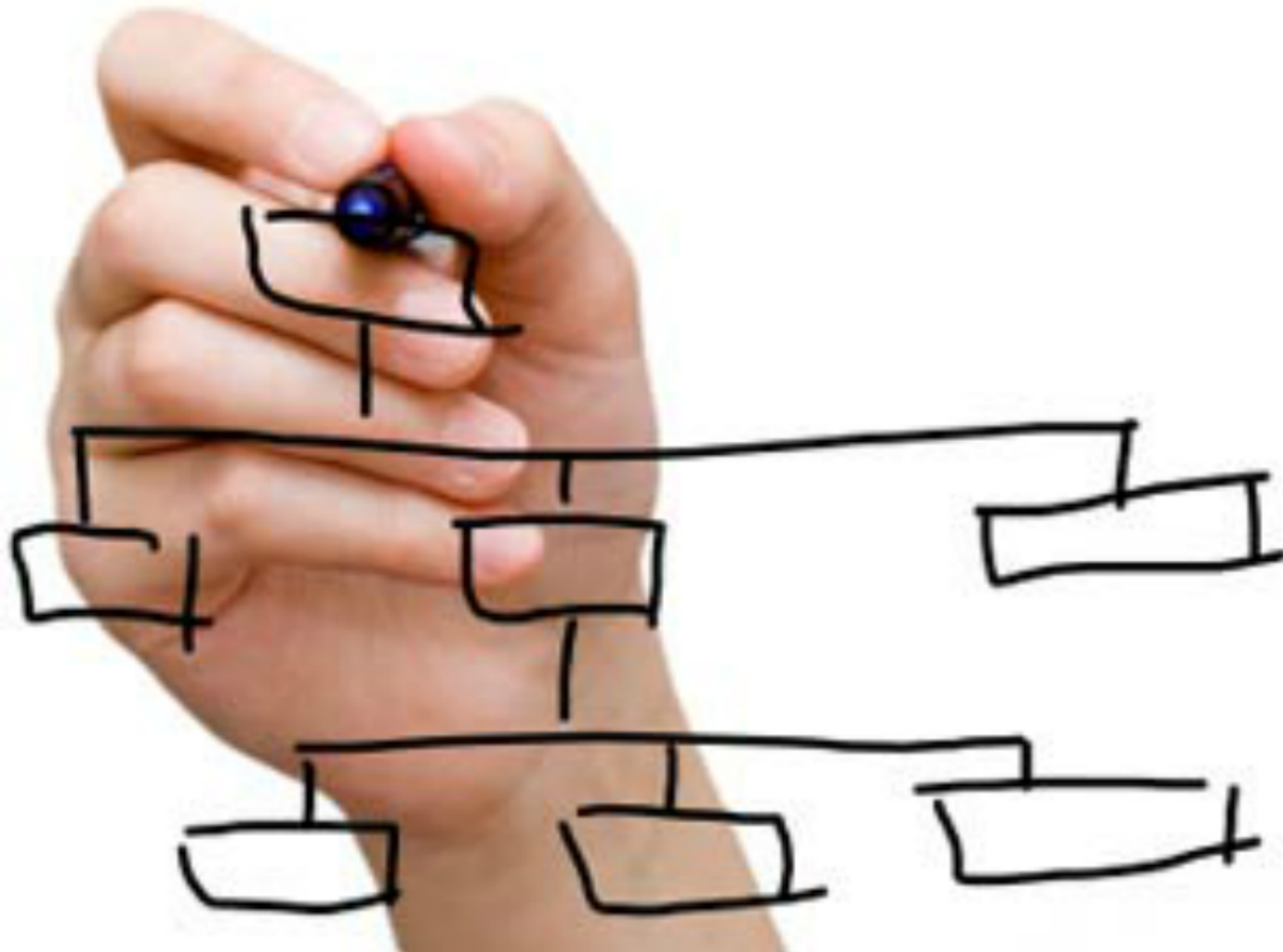


TheCaseSolutions.com
Zappos!
.com
POWERED *by* SERVICE™

"Zappos and Amazon sitting in a tree..."
- Tony Hsieh, CEO of Zappos.com, Inc.

2010

TheCaseSolutions.com



Today



PHOTO: TURE LILLEGRAVEN

TheCaseSolutions.com