

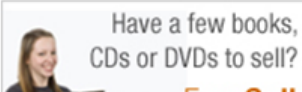
Tre Supertrender

amazon®

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'n', pointing to the right.

All Services

- » Sell On Amazon
- » Fulfillment Services
 - Fulfillment Services**
 - » Features & Benefits
 - » Pricing
 - » How It Works
 - » What Customers Say
 - » Events and Tutorials
- » Prime on Your Site
- » Build a Website
- » Payment Solutions
- » Advertise on Amazon



Fulfillment by Amazon

You sell it. We ship it.

FULFILLMENT
by **amazon**

Already Selling on Amazon?
[Add FBA to your Account](#)
Seller Central sign in required

New to Selling on Amazon?
[Register for FBA today](#)

- Features and Benefits**
- Pricing
- How It Works
- What Customers Say
- Events and Tutorials

Put Amazon's Fulfillment Technology to Work for You.

You sell it, we ship it. Amazon has created one of the most advanced fulfillment networks in the world, and your business can now benefit from our expertise. With Fulfillment by Amazon (FBA) you store your products in Amazon's fulfillment centers, and we



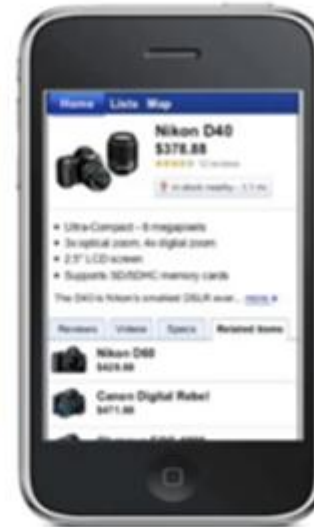
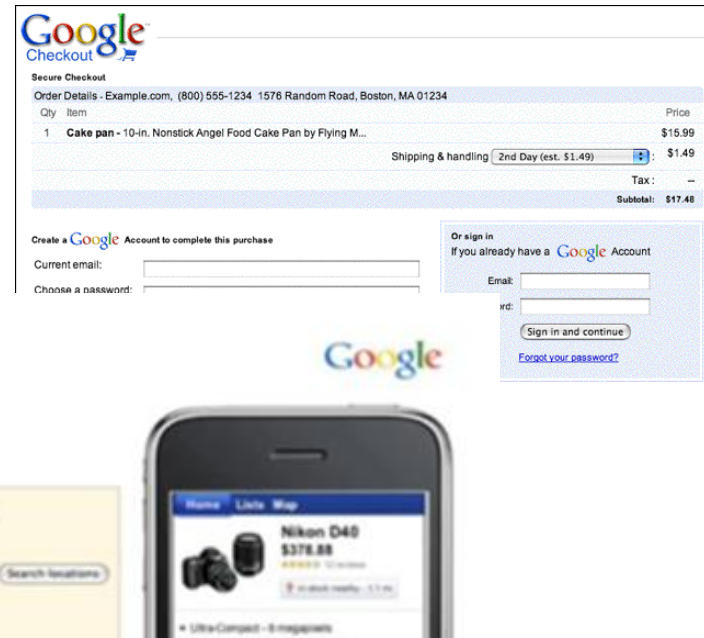
Google tar patent på elektronisk avisering vid e-handel

Juridik & Lagar, Stefan Pettersson, 23 Aug-11 12:15

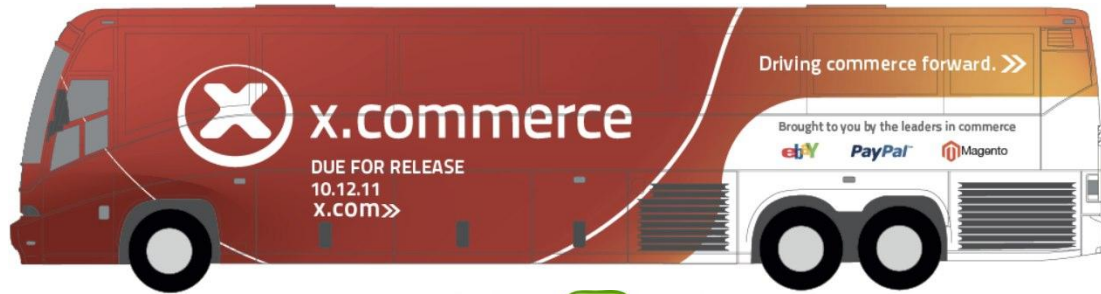
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Winning at the neighborhood level



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1 item(s) in your cart

CHECKOUT



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GIFT FINDER



RESOURCES



MY ACCOUNT

enter keyword or item#

search

NURSERY & DECOR

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BETTER BASICS

giggle DEALS



fabulous **FREE SHIPPING** on orders over \$75! (all day, every day)

preschool COOL

Gear up for fall — stock up on cool backpacks, fun learning toys, and the latest fall fashions!



this just in

irresistable offer

Buy an Orbit Baby Travel System G2, get an Orbit Baby Bassinet Cradle G2 absolutely FREE!





**Be Aware,
But Not Swept
Up By the
Hype**



Do Make Your Messages Consistent

Multichannel should not be multi-brand unless you're big enough to manage it; resources/impact require consistency



As Cool As
Your New Tool,
Capability,
Feature...

It won't matter much
if someone cannot
checkout easily

KSFs to Survive & Thrive

- **Have a Reason for Being, Prioritize Resources Accordingly**
 - Know Your Core Competencies (Never Been More Important)
 - “Mass” – more stuff, less services
 - “Specialty” – more services, less stuff
 - “Boutique” – more services, less stuff (Survive!)
 - Build a Culture of Executional Agility
- **Focus on the Core**
- **Embrace Change**
 - Plan and execute accordingly
 - Build a culture of executional competencies
 - Have a conversation about the future
- **Navigate a Clear Strategy, Build a Culture of Executional Agility**
 - The new frontier is evolving — be smart, be measured so you track as you test
 - Just when you think you have the playbook...it's changing!

**Navigate a Clear Strategy,
Build a Culture of
Executional Agility**

Property of giggle Inc. / June 2011



KSF #2: We Stay True to Our Brand & Prioritize

- **We Know What's Core, Prioritize & Say "No" A Lot (!)**
 - We don't want to be everything to every parent
 - We cannot test every tool before it matters
 - We cannot save the world before we do our job
 - Biggest consumer rewards still come from doing the key really well, everyday
- **We Invest in Consumer Research, Double Check Our Priorities**
 - New tools create tremendous opportunities for new methods
 - We are constantly evolving how we get feedback
- **We Stay Current to Be Relevant/Competitive, Not Bleeding Edge**
 - We keep a lot on our "monitor & wait" list

KSF #3: We Leverage Our Unique Strengths

- **Our Market "Editor" Role Positions Us Well to See Opportunities**
- **Premium Real Estate Catalyzes Activation, Engagement**
 - Unique, powerful geozip marketing opportunities
 - Physical community: powerful lens & springboard for cyber sharing
 - In-person demos, professional services, multisensory selling... matter in baby
- **A Smart Brand Is More Than a Short-Cut, It's an Entertaining Break!**

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KP
CB

KPCB's John Doerr Calls It "SoLoMo"...



Vad är sociala medier?

Sociala medier

betecknar aktiviteter som kombinerar teknik, social interaktion och användargenererat innehåll.

Källa: Wikipedia

TACK FÖR DIN ORDER!

Ett e-postmeddelande med orderbekräftelse har skickats till den e-postadress du angivit.

Klicka på valfri knapp nedan för att berätta om hur du upplevde ditt köp hos Outnet.



Vinn din order - Bli ett fan på Facebook!

Ny vinnare varje vecka!



Vänner
Dina vänners senaste aktiviteter.

- jonasbonde gillar Beta: Mina Listor - ny och förbättrad funktion - nyhet från Prisjakt 2 dagar sedan
- jonasbonde gillar Prisjakt söker: Agentutvecklare - nyhet från Prisjakt 3 dagar sedan
- bitcomplex gillar ditt omdöme om Haglöfs Stamina 5L 4 dagar sedan
- aran002 gav Haglöfs Stamina 5L 4 dagar sedan
- ★★★★★★★★★ i betyg
- jonasbonde ogillar t-h-e-p-i -m-ps omdöme om Sennheiser HD800 4 dagar sedan
- aran002 kopplade sitt Facebook-konto till Prisjakt! 4 dagar sedan
- aran002 kopplade sitt Twitter-konto till Prisjakt! 4 dagar sedan
- askeladden gav Withings WiFi Bathroom Scale WBS01 5 dagar sedan
- ★★★★★★★★★ i betyg
- askeladden kopplade sitt Twitter-konto till Prisjakt! 5 dagar sedan

Integration
www.search-integration.se
Jag lägger ner sin e-handel den 1:a september 2011. Vi ställer oss frågande till varför och riktar ett antal frågor till Julia

462 Impressions · 0% Feedback
 Like · Comment · Share · Friday at 8:16am

E-handlarens bästa vän
Haglöfs Stamina 5L Mycket bra löparsäck, som jag tar tillfälligt i akt att rekommendera eftersom en (...) <http://t.co/xlkGvwn>
244 Impressions · 0% Feedback
 Like · Comment · @ArnepaPosten on Twitter · August 24 at 4:12 pm via Twitter

E-handlarens bästa vän
E-handelsutbildningar och fribiljetter. <http://t.co/AqDg2Eu> #ehandel
411 Impressions · 0% Feedback
 Like · Comment · @ArnepaPosten on Twitter · August 23 at 2:07pm via Twitter

E-handlarens bästa vän
Mycket bra bloggpost från Mattias och jag kan bekräfta att det ser likadant ut hos många mindre och medelstora e-handlare. Dags att printa ut råden från Mattias och börja agera.

5-20% av besökarna från mobila enheter, nu är det dags att agera | Mattias Pihlström
www.ehandel.se
Precis innan sommaren gick jag och våra konsulter tillsammans med de flesta av våra kunder (stora nordiska detaljhandlare) igenom statistikverktygen för att analysera hur stor andel av besöksvolymen som kom från mobila enheter. Innan gissade vi tillsammans vad siffrorna skulle vara och gång på gång ...



Viktor Flydda Gustafsson

Hur lång tid brukar leveranstiden vara inom Sverige? Får man nåt mejl på att det är skickat osv?

Like · Comment · August 31 at 8:12pm



Shirtstore.se Hej Viktor, normalt ligger leveranstiden på 2-4 vardagar!

August 31 at 8:34pm · Like · 1 person



Viktor Flydda Gustafsson Får man något Mejl då ?

August 31 at 8:50pm · Like



Shirtstore.se Ja, du ska få ett sms av posten att ert paket är på väg. Ert paket har blivit skickat idag. Jag har skickat ett privat meddelande till er med ert kollnummer! Hälsn. Peo på Shirtstore

August 31 at 9:01pm · Like



Viktor Flydda Gustafsson Tack för att du svara! men något Privat meddelande har jag inte fått.

August 31 at 10:03pm · Like



Shirtstore.se Konstigt...! Jag drog iväg ett mail till dig precis istället. Du bör få dina t-shirts idag eller imorgon! Ha en bra dag!

September 1 at 8:22am · Like



Viktor Flydda Gustafsson Tackar :-)

September 1 at 11:38am · Like

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So

Social



SoLo

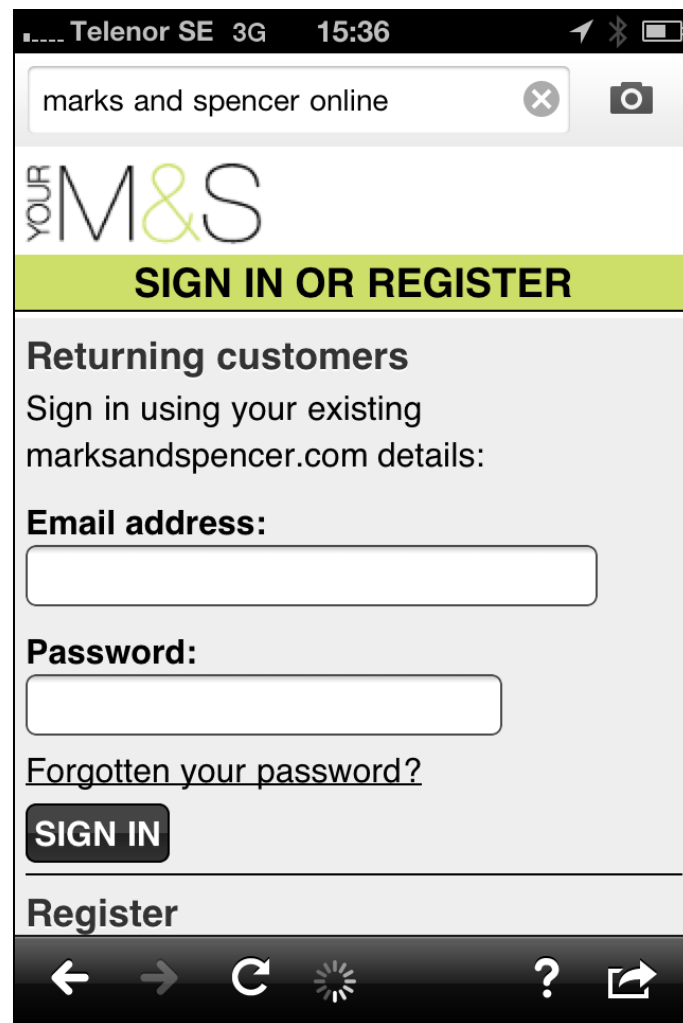
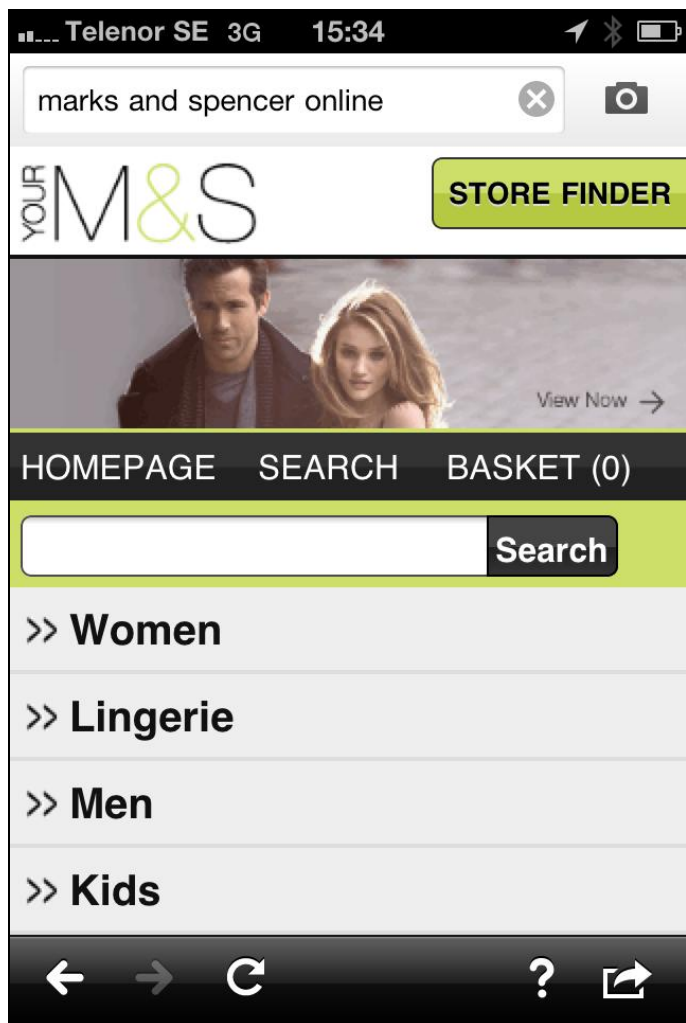
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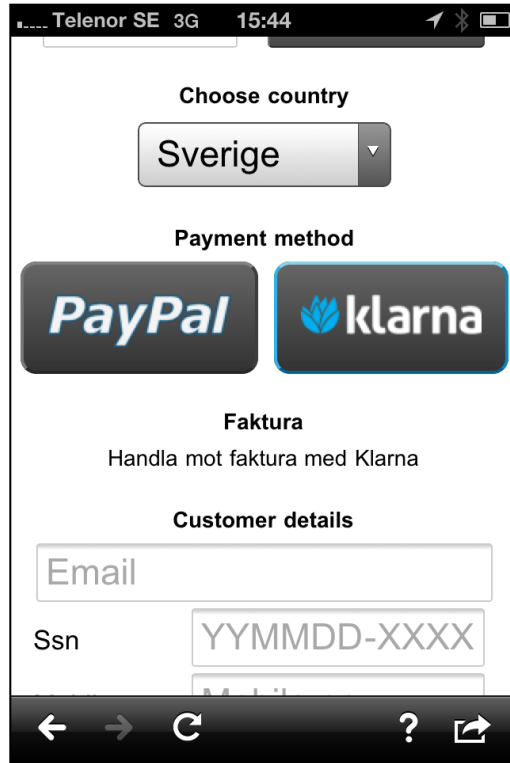
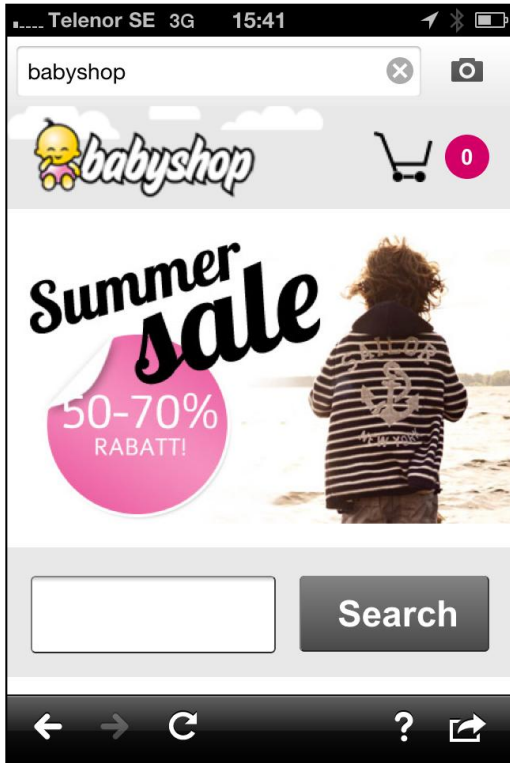
Local

[http://www.youtube.com/
watch?v=V7q1jx8mYi8](http://www.youtube.com/watch?v=V7q1jx8mYi8)

PayPal future of shopping







....och lite övrigt, som logistik

Nordstrom makes free shipping and returns standard

The upscale chain joins a growing list of e-retailers trying to gain sales through free shipping.

Allison Enright
Senior Editor

Topics: department store, free shipping, Jamie Nordstrom, Nordstrom, Nordstrom Direct, returns, Top 500, U.S. Postal Service

Upscale department store chain [Nordstrom Inc.](#) said today that it will offer U.S. customers free standard shipping and free return shipping on nearly all orders placed on Nordstrom.com. Previously, the e-retailer offered free shipping only on orders of \$200 or more or as part of limited-time promotions.

Jamie Nordstrom, president of Nordstrom Direct, says expanding the retailer's free shipping offers will make it easier and more convenient for consumers to shop the online store. Earlier this month, the company announced that it would invest about 15% of its capital expenditure budget, some \$375 million, toward improving its [e-commerce capabilities](#) during the next five years. Nordstrom is No. 34 in the [Internet Retailer Top 500 Guide](#).

According to terms listed on Nordstrom.com, free standard shipping does not apply to Coach-brand items or on the



