

Idea 1: Platforms

Ebooks or eBooks, in some years could be paper books. In just 5 years, Amazon, a product internet company, developed the Kindle, a device for reading pdf files and books. The idea is similar to the itunes phenomenon: it creates a platform to sell a large climb ingencing an intangible product.

Through amazon, thousands of digital books are purchased, and this prevented amazon from becoming a profitable company day by day.

- Malena D'Angelo Quintana -

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