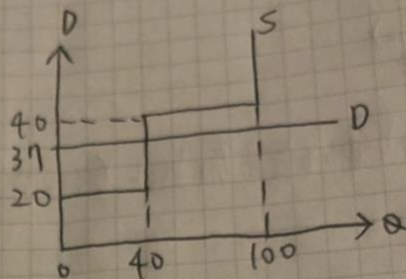
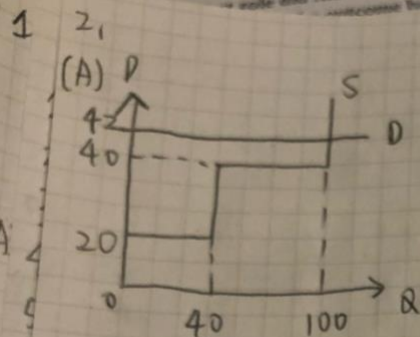


Amazon... which is used by the Kindle... as Barnes & Noble's NOOK, Sony's Reader, and Apple... applications that allow consumers to read AZW books on the iPhone... successfully on the iPad) as well as on Windows PCs.

If e-book readers' formats differ, e-book publishers must incur additional expenses in producing books for the various formats or sell books that can be read on only some readers, which affects consumers' costs and the practicality of using a given reader. How did Amazon's early entry play in determining the standards used? What outcome have been different if the firms had chosen standards



(B) 平均價格  $0.6 \times 50 + 0.4 \times 30 = 42$   
 $100 \frac{Q}{D}$  = 手車均成交 ( $42 > 40 > 20$ )

(C) 平均價格  $0.6 \times 45 + 0.4 \times 25 = 37$

$40 \frac{Q}{D}$  劣質 = 手車成交, 優質車不賣 ( $40 > 37 > 20$ )