Week 5 Individual Assignment on Amazon

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| Category Sub category Open Code Meaning Units | | | |
| High performance work teams in Amazon company | Innovation | Amazon holds innovative technologies and practices | The voice command device called Echo was what sparked up the innovation process that made impressive results to e-commerce companies (Snap) |
| Customer service | Amazon’s customer service team has won multiple rewards for its dedication to preventing problems for customers | Amazon’s mission is to become Earth’s most customer-centric company  (Snap) |
| Diversification | Expanding new markets and product categories | Companies partner up with Amazon’s SEO team and link strategies (Snap) |
| Fosters a Team Environment | Amazon defines roles and responsibilities | Amazon facilitates a variety of opportunities for learning with a collaborative foundation (Entrepreneur) |
| Merging Design with Content | Amazon’s e-commerce  SEO team lures shoppers | Branding strategy is a way of improving connections with clients (Snap) |

Leaders of the Amazon team work non-stop to earn customer trust and in doing so they are always on the lookout for competitors while at the same time maintaining ownership that consists of long-term values that revolve around the whole company. New ideas and creativity are key to keeping the large corporation alive. Amazon works so differently compared to most large companies, because they care about employee inputs and in order to keep gaining customer retention leaders must continuously allow delegation between employees. This corporation is the type of business that will take risks, stay on top of tasks, and don’t take compromise. Amazon always conserves quality within a highly acceptable time frame.

# **Works Cited**

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