

TABLE 3
Estimation Results for Amazon.com: Average Values per Revenue Tier

	1	2	3	4	5	6	7	8	9
Revenue Percentile	Revenue (\$)	Network Value (\$) (4 + 5)	Incoming Value (\$)	Intrinsic Value (\$)	Outgoing Value (\$)	Net Influence (\$) (5 – 3)	Relative Net Influence (5 – 3)/1	Incoming Value/ Revenue 3/1	Outgoing Value/ Revenue 5/1
0%–20% (low sellers)	6.21	8.40	.83	5.38	3.03	2.2	35.38%	13.37%	48.79%
20%–40%	11.75	13.91	2.11	9.65	4.26	2.15	18.33%	17.96%	36.26%
40%–60%	18.15	20.00	3.63	14.51	5.49	1.86	10.21%	20.00%	30.25%
60%–80%	30.43	32.23	6.34	24.09	8.14	1.8	5.90%	20.83%	26.75%
80%–100% (high sellers)	113.08	105.08	25.72	87.36	17.72	–8	–7.07%	22.74%	15.67%