

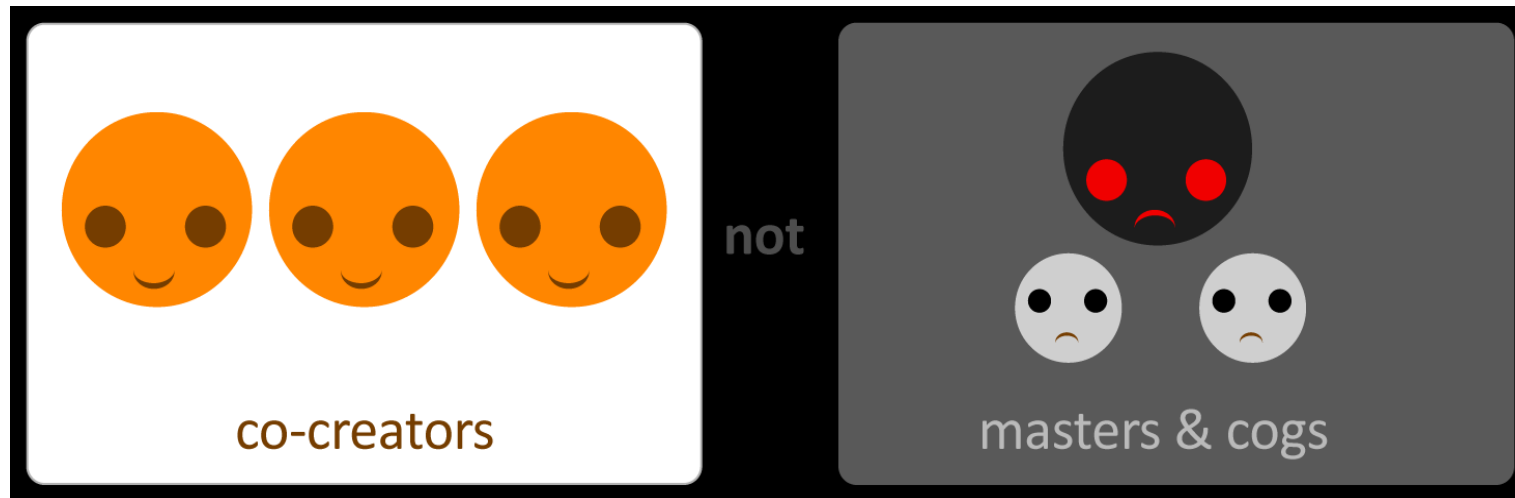


# AMAZON KINDLE FIRE

STAKEHOLDER: PUBLISHERS

Viesturs Behmens  
James Hu  
Vivek Shah  
Bin Wu  
Elizabeth Yang

# OVERVIEW



# AGENDA

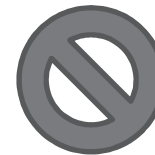
- Kindle Fire = New Medium
- Kindle Direct Publishing = Beneficial for Publishers
- Maintain Relationships with Publishers



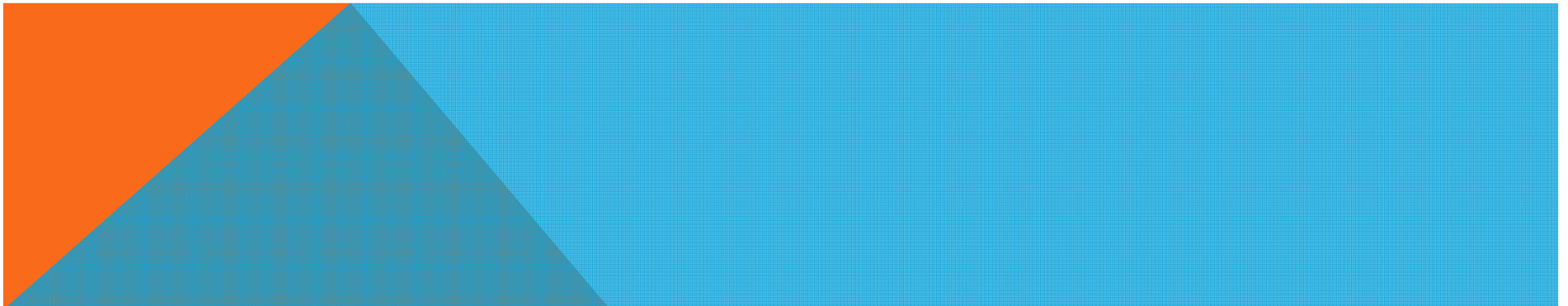
# KINDLE FIRE = NEW MEDIUM



YES



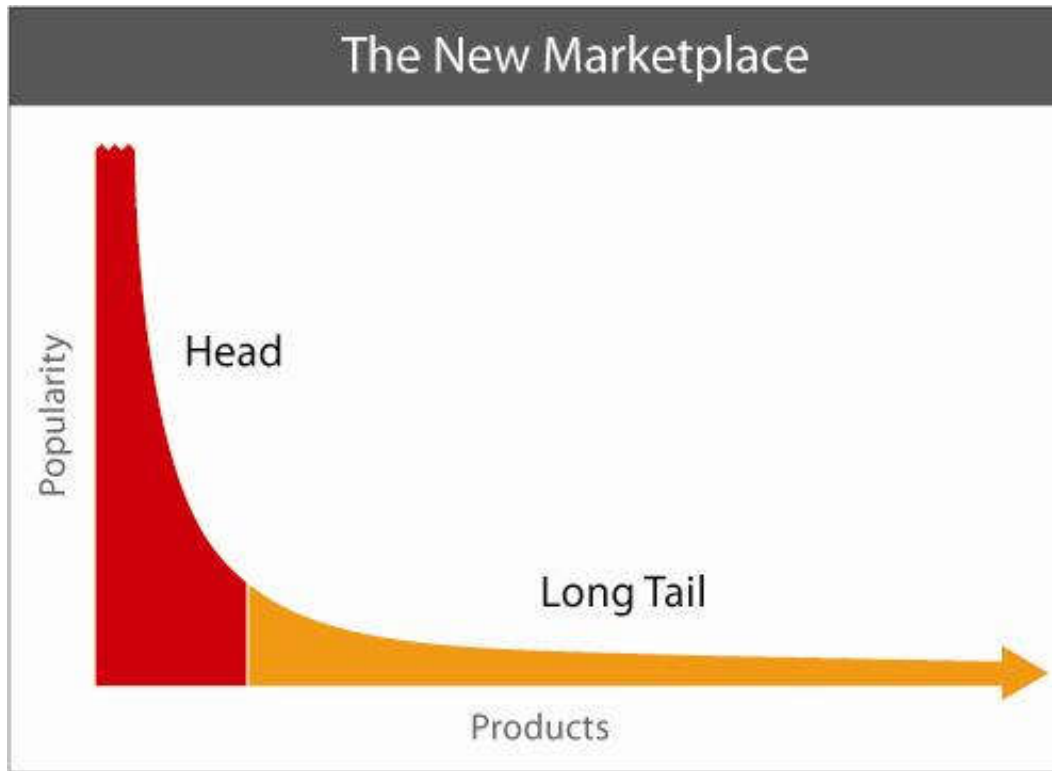
NO



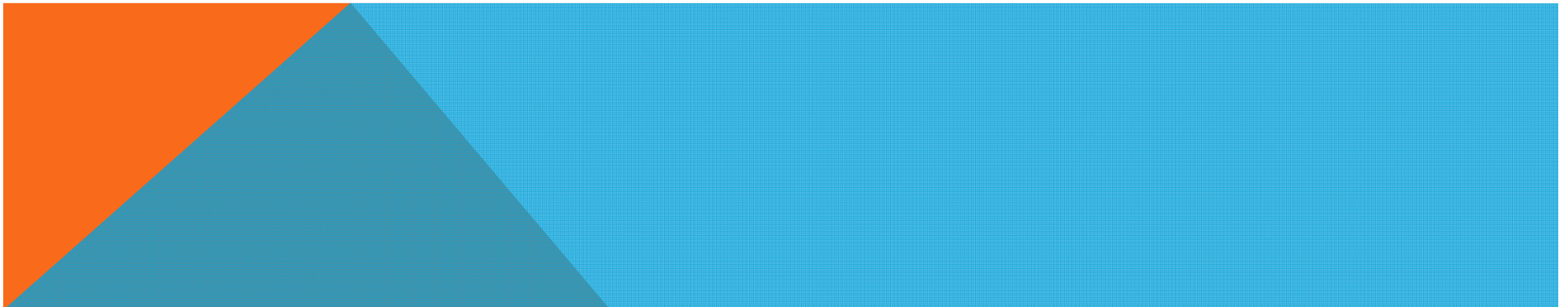
# KINDLE FIRE = NEW MEDIUM



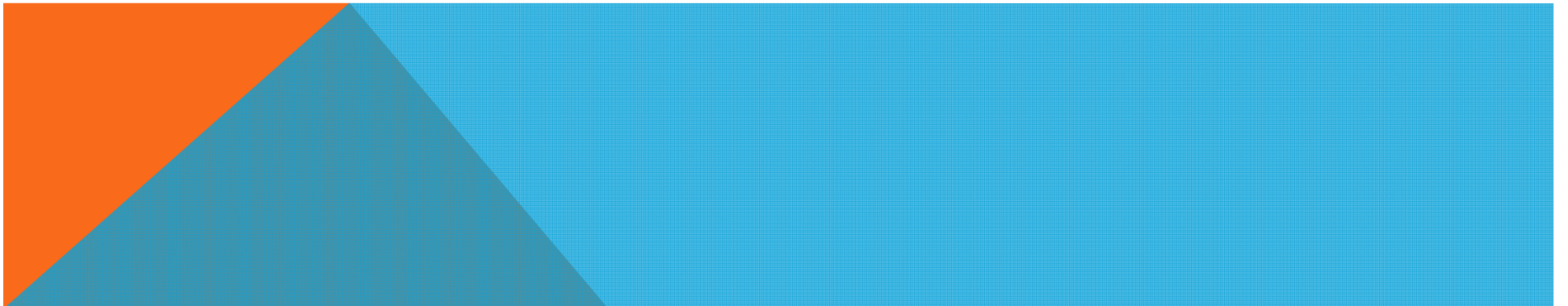
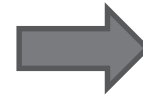
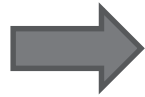
# KINDLE DIRECT PUBLISHING



kindle | direct publishing



# KINDLE DIRECT PUBLISHING



# RELATIONSHIP WITH PUBLISHERS



Penguin Group (USA)

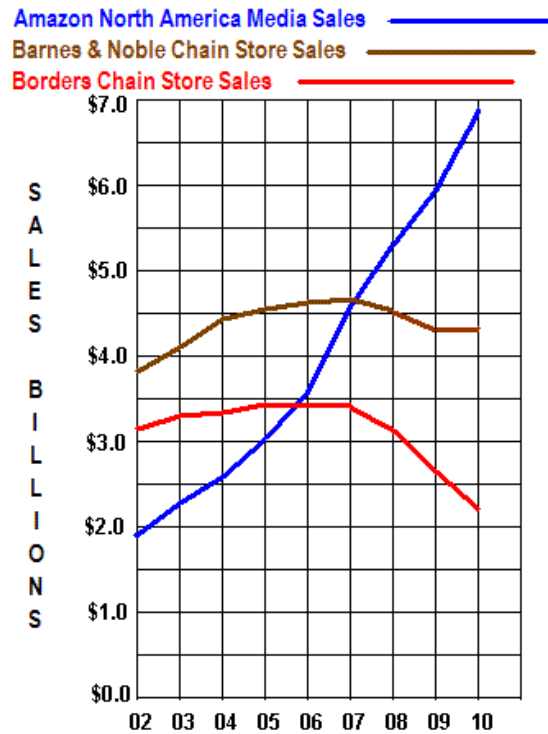


**RANDOM HOUSE**





# RELATIONSHIP WITH PUBLISHERS



From [www.fonerbooks.com/booksale.htm](http://www.fonerbooks.com/booksale.htm)  
BN Sales shown without BN.com to contrast online vs offline  
Borders & BN Sales FY ends Q1 2011, shown as 2010

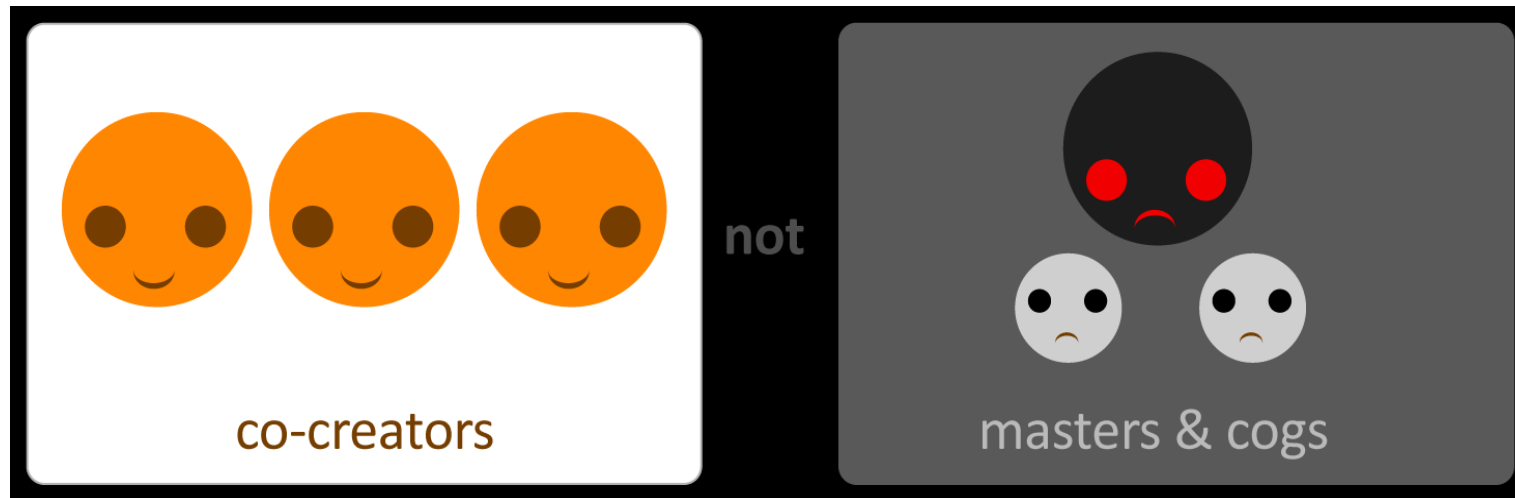


# STRATEGIES

- Interviews
- Deals with Publishers
- Conferences to Maintain Relationships



# CONCLUSION





**QUESTIONS?**  
THANKS FOR LISTENING!