



## Amazon.com's Kindle: Publishing Industry's iPod?

### STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

### PREREQUISITE CONCEPTUAL UNDERSTANDING

- To understand the concept of strategic inflection points – Burgelman Robert A. and Grove Andrew S., “Strategic Dissonance”, *California Management Review*, Volume 38, No.2, Winter 1996
- To understand how industries transform – McGahan Anita M., “How Industries Change”, *Harvard Business Review*, October 2004
- To understand the structural changes in the book publishing industry – Keh Hean Tat, “Evolution of the Book Publishing Industry Structural Changes and Strategic Implications”, *Journal of Management History*, Volume 4, Issue 2, 1998
- To understand the concept of ruthless competitor – Morehouse Jim, et al., “Are You More Capable Than Your Competitors Are Ruthless?”, [http://www.atkearney.com/images/global/pdf/Are\\_You\\_More\\_Capable.pdf](http://www.atkearney.com/images/global/pdf/Are_You_More_Capable.pdf)

Structure of the Structured Assignment		
Section	Title of the Section	Number of Questions
I	Assessment of the Strategic Inflection Points (SIPs) of the Publishing Industry	3
II	Digitalisation of the Publishing Industry	1
III	Amazon.com's Kindle: A Competitive Threat to the Traditional Publishing Industry	4
IV	Publishing Industry vs e-Readers: Competing for the Future	5

This structured assignment was written by Swapna Pragada and P. Girija under the guidance of Dr. Nagendra V Chowdary, IBSCDC. It was prepared to accompany the case 'Amazon.com's Kindle: Publishing Industry's iPod'.

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**INSTRUCTIONS TO THE STUDENTS**

This assignment should accompany the case on *Amazon.com's Kindle: Publishing Industry's iPod?* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the 'central dilemma'
- Refer to the case as often as needed, when you are working on this assignment. This is an "open book" assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be 'one' answer nor a 'correct' answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

**For Use by the Student**

Name of the Student :  
 Enrolment Number :  
 Programme :  
 Course :  
 Name of the Instructor :  
 To be Submitted on :  
 Signature of the Student :  
 Date :

**For Use by the Instructor**

Grade Awarded/Marks Awarded :  
 Remarks :  
 Signature :  
 Date :

























